

Surface Care in Brazil

February 2024

Table of Contents

Surface Care in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stable demand for surface care as inflationary pressures gradually ease
Leading distribution channels continue to record positive performances
Cleaning performance and surface care ingredients promote product differentiation towards premiumisation

PROSPECTS AND OPPORTUNITIES

Pet ownership to help drive future growth and opportunities
Brand awareness increasingly important in local surface care
Local competition and investments are set to influence forecast period results

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023
Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023
Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023
Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023
Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023
Table 9 - Forecast Sales of Surface Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in Brazil - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 11 - Households 2018-2023

MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2018-2023
Table 13 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 14 - NBO Company Shares of Home Care: % Value 2019-2023
Table 15 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 16 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 17 - Distribution of Home Care by Format: % Value 2018-2023
Table 18 - Distribution of Home Care by Format and Category: % Value 2023
Table 19 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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