



Air Care in Peru

February 2024

Table of Contents

Air Care in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care sees steady growth overall but the different categories see mixed results
Sapolio extends its lead but private label starting to make inroads
Discounters attracting growing interest thanks to eye-catching prices

PROSPECTS AND OPPORTUNITIES

Hand-made and artisan candles and air fresheners pose a serious threat to the category
Brands could look to add more variety to win over consumers
New consumption occasions could help to generate more sales

CATEGORY DATA

Table 1 - Sales of Air Care by Category: Value 2018-2023
Table 2 - Sales of Air Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Air Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Air Care: % Value 2020-2023
Table 5 - Forecast Sales of Air Care by Category: Value 2023-2028
Table 6 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

Home Care in Peru - 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 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 13 - Distribution of Home Care by Format: % Value 2018-2023
Table 14 - Distribution of Home Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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