

Dishwashing in Brazil

February 2024

Table of Contents

Dishwashing in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance for dishwashing along with lower inflationary pressures Regional players challenge prominent dishwashing brands Increasing frequency of domestic chores as a positive driver

PROSPECTS AND OPPORTUNITIES

Product launch promotes higher cleaning performance Dishwashing players will continue to leverage sustainable endeavours Automatic dishwashing's growing popularity via social media

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028Table 7 - Forecast Sales of Dishwashing 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 8 - Households 2018-2023

MARKET DATA

- Table 9 Sales of Home Care by Category: Value 2018-2023
- Table 10 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Home Care: % Value 2019-2023
- Table 12 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 13 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 14 Distribution of Home Care by Format: % Value 2018-2023
- Table 15 Distribution of Home Care by Format and Category: % Value 2023
- Table 16 Forecast Sales of Home Care by Category: Value 2023-2028
- Table 17 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-brazil/report.