Air Care in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Air care presents a continued strong performance
Ceras Johnson and Reckitt Benckiser are the main players
Discounters and warehouse clubs drive offline growth

PROSPECTS AND OPPORTUNITIES
Consumers' indoor lifestyles offer potential
Air care products and essential oils both target consumers' emotions
Categories have the potential to generate growth

CATEGORY DATA
Table 1 - Sales of Air Care by Category: Value 2017-2022
Table 2 - Sales of Air Care by Category: % Value Growth 2017-2022
Table 3 - Sales of Air Care by Fragrance: Value Ranking 2020-2022
Table 4 - NBO Company Shares of Air Care: % Value 2018-2022
Table 5 - LBN Brand Shares of Air Care: % Value 2019-2022
Table 6 - Forecast Sales of Air Care by Category: Value 2022-2027
Table 7 - Forecast Sales of Air Care by Category: % Value Growth 2022-2027

Home Care in Brazil - Industry Overview

EXECUTIVE SUMMARY
Home care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS
Table 8 - Households 2017-2022

MARKET DATA
Table 9 - Sales of Home Care by Category: Value 2017-2022
Table 10 - Sales of Home Care by Category: % Value Growth 2017-2022
Table 11 - NBO Company Shares of Home Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Home Care: % Value 2019-2022
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
Table 14 - Distribution of Home Care by Format: % Value 2017-2022
Table 15 - Distribution of Home Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Home Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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/air-care-in-brazil/report](http://www.euromonitor.com/air-care-in-brazil/report).