KEY DATA FINDINGS

2022 DEVELOPMENTS

Improved performance for laundry care in 2022, following a return to pre-pandemic lifestyle patterns
Inflationary pressures have negative impact on washing machine usage, as well as facilitating switch towards cheaper brands
Local player Fábrica de Jabón la Corona continues to lead sales, while cost-effective bar detergents still playing an important role

PROSPECTS AND OPPORTUNITIES

Steady growth expected, in line with growing washing machine penetration and rise of convenience trends
Products with antibacterial properties will remain in demand
Green alternatives will continue to gain traction

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2017-2022

CATEGOR DATA

Table 2 - Sales of Laundry Care by Category: Value 2017-2022
Table 3 - Sales of Laundry Care by Category: % Value Growth 2017-2022
Table 4 - Sales of Laundry Aids by Category: Value 2017-2022
Table 5 - Sales of Laundry Aids by Category: % Value Growth 2017-2022
Table 6 - Sales of Laundry Detergents by Category: Value 2017-2022
Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2017-2022
Table 8 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2017-2022
Table 9 - NBO Company Shares of Laundry Care: % Value 2018-2022
Table 10 - LBN Brand Shares of Laundry Care: % Value 2019-2022
Table 11 - NBO Company Shares of Laundry Aids: % Value 2018-2022
Table 12 - LBN Brand Shares of Laundry Aids: % Value 2019-2022
Table 13 - NBO Company Shares of Laundry Detergents: % Value 2018-2022
Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2019-2022
Table 15 - Forecast Sales of Laundry Care by Category: Value 2022-2027
Table 16 - Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 17 - Households 2017-2022

MARKET DATA

Table 18 - Sales of Home Care by Category: Value 2017-2022
Table 19 - Sales of Home Care by Category: % Value Growth 2017-2022
Table 20 - NBO Company Shares of Home Care: % Value 2018-2022
Table 21 - LBN Brand Shares of Home Care: % Value 2019-2022
Table 22 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
Table 23 - Distribution of Home Care by Format: % Value 2017-2022
Table 24 - Distribution of Home Care by Format and Category: % Value 2022
Table 25 - Forecast Sales of Home Care by Category: Value 2022-2027
Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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