



Surface Care in Latin America

February 2023

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REGIONAL OVERVIEW

Latin America seeing sluggish performances

Surface care expected to immediately return to record positive growth in 2023

Mexico adds the most new sales over 2017-2022

All-purpose wipes and multi-purpose cleaners add the most new sales in 2017-2022

Most products in decline in 2022 after the pandemic-induced growth spike in 2020

“Green” products continue to gain ground in Mexico

While modern grocery retailers dominate surface care in Latin America...

...small local grocers still account for a quarter of sales

LEADING COMPANIES AND BRANDS

Top five players account for upwards of 50% of sales in most markets

Multinationals generally lead the way in Latin American surface care

All players bar Clorox generate their greatest sales in Brazil or Mexico

Lysoform slips down the rankings as demand for home care disinfectants normalises

FORECAST PROJECTIONS

Positive annual growth rates expected throughout the forecast period

Mexico will drive the regional surface care market over 2022-2027

COUNTRY SNAPSHOTS

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Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

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Brazil: Competitive and Retail Landscape

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Uruguay: Competitive and Retail Landscape

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