

Home Care in Latin America

March 2024

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Latin America ranks fourth regionally for both sales and per capita consumption

Positive growth expected for Latin American home care in the coming years

Laundry care dominates sales in the Latin American home care market

Concentrated powder detergents record dynamic growth over 2018-2023

Dishwashing the most dynamic home care category in Latin America over 2018-2023

Laundry care dominates the new sales seen over 2018-2023

“Green” products continue to gain ground in Mexico

Small local grocers still the main individual distribution channel

Modern grocery retail channels account for more than half of sales

LEADING COMPANIES AND BRANDS

Relatively concentrated competitive landscapes in most markets in the region

Multinationals lead the way in Latin American home care

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

Raid and Axion move up the brand rankings

FORECAST PROJECTIONS

Positive annual growth rates expected throughout the forecast period

Social media likely to play an increasing role in communication and marketing

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Argentina: Competitive and Retail Landscape

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