



Surface Care in Latin America

May 2022

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Key findings

REGIONAL OVERVIEW

Latin America records a weak historic period CAGR

Surface care will continue to record positive growth over 2021-2026

Mexico adds the most new sales over 2016-2021

Major sales spikes for home care disinfectants and all-purpose wipes

Cleaning products receive a boost to sales through the pandemic in 2020

Disinfection a key claim with the presence of COVID-19

Modern grocery retailers dominate surface care sales

Strong growth for e-commerce during the pandemic

LEADING COMPANIES AND BRANDS

Top five players account for at least 50% of sales in all markets

Multinationals lead the way in Latin American surface care

All but Clorox generate their greatest sales in Brazil or Mexico

Cif/Jif moves up the rankings into third place in 2021

FORECAST PROJECTIONS

Positive annual growth rates expected throughout the forecast period

Multi-purpose cleaners to add most new sales, but wipes more dynamic

Stronger volume than value growth expected in 2021-2026

COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

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Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

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