

Laundry Products - Brazil - February 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Brazilians spend more on laundry products than their Latin American neighbors. The recent rise in income has increased the penetration of washing machines, which in turn has made consumers adopt more sophisticated laundry methods and products. This trend should continue to influence the market in the coming years.”

– Pat Neviani-Aston, Global Research Director

In this report we answer the key questions:

- What changes have been caused by the higher penetration of washing machines in Brazil?
- What are the opportunities to increase the penetration of some laundry products among different socio-economic groups?
- What are the different laundry habits of Brazilians from different regions and what do companies need to do to meet their demands?
- Which demographic segments are more open to new products and which ones are more likely to use traditional laundry methods and products?
- What can be done to help traditional consumers to overcome their resistance to new products?
- What attributes do Brazilians consider most important in laundry products?
- What are the existing opportunities in the segment of environmentally friendly products?

Brazil's per capita expenditure on laundry products is greater than in any other Latin American country. Brazilians' rising incomes have driven the penetration of washing machines which, in turn, made consumers adopt more sophisticated laundry methods and products. These changes have had a big impact on socio-economic group C consumers, who are using more fabric softeners, liquid soap/ detergents, stain removers and are also developing a strong interest in long-lasting scents.

This happened alongside the introduction of a significant number of innovations and new concepts in the national market. However, it is clear that consumers in general are still in the process of trying out new products and formats that were successfully introduced with informative marketing campaigns.

There are some important regional differences in the laundry habits of the population and also in retail preferences, which need to be taken into consideration by companies when developing new marketing strategies.

Although Brazilian consumers are highly loyal to well-known brands, the market is still quite fragmented and a significant amount of restructuring and consolidation can be expected.

This report will focus on opportunities arising from new laundry product segments and formats. We will examine new ways to drive the penetration of higher value-added products among different demographics, the potential of green products, and how new brands and concepts can help increase consumer loyalty.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market