

Dishwashing Products - Brazil - September 2013

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

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“Automatic dishwashing products are still unknown to the majority of Brazilians due to low penetration of dishwashers in the country. The industry's efforts to supply more affordable dishwashers, as well as significant social changes taking place in Brazil, are factors that promote the development of the automatic dishwashing segment in Brazil.”

– David Turner, Head of Research Brazil

This report looks at the following areas:

- What are the most popular dishwashing methods used in Brazil?
- Are there any prospects for change in Brazilians' dishwashing habits in the next few years?
- What are the existing opportunities to keep the mature manual liquid detergent market growing?
- What are the existing obstacles to the popularization of automatic dishwashing in Brazil and what is being done to change this situation?
- What are the most valued attributes in dishwashing products by the category users?
- How can innovations and global trends in scents, cleaning efficiency, sensitive-skin formulas and environmentally friendly products meet the demands of Brazilian users?

The dishwashing products market in Brazil is made up of two segments: the manual liquid detergents and automatic dishwasher products. Manual liquid detergents are a mature segment with a strong presence in Brazilian households and high frequency of use. Their sales growth in the future will increasingly depend on higher value-added products and innovation initiatives. New scents, environmentally friendly products, with high cleaning power and with special formulas for sensitive skin are attributes that attract users and have the potential to generate growth in the segment.

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