

Home Laundry Products - Brazil - August 2014

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

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"Brazilians take their personal hygiene very seriously. Consumers constantly change and wash their clothes, and spend more on home laundry products than their counterparts in the Northern hemisphere."
– Victor Fraga, Senior Analyst

This report looks at the following areas:

This report investigates the home laundry market in Brazil.

This market covers laundry detergents, fabric conditioners and softeners, and laundry aids. Market size comprises sales through all retail channels including direct-to-consumer and excludes sales to professional laundries and launderettes.

The definition for each individual segment is described below:

- Conditioners and softeners: standard and concentrated conditioners, softeners, and dryer sheets
- Laundry aids: removers, ironing aids, whiteness and color-care products, and other ancillary products for fabric care
- Laundry detergents: hand (powders, flakes, and cakes/bars), machine liquid and machine other (powder, capsules, and tablets)

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DID YOU KNOW?

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

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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Home laundry sector sales, by value – Brazil – 2009-19

Figure 2: Leading manufacturer sales in the home laundry sector, by value 2012-13

Market drivers

Companies and innovation

The consumer

Figure 3: Home laundry usage, Brazil – May 2014

What we think

Issues and Insights

Sweating the small stuff

The facts

The implications

A new stage for the laundry

The facts

The implications

Trend Applications

Trend: Minimize Me

Trend: Make it Mine

Trend: Life Hacking

Market Drivers

Rise of the machines

Figure 4: Percentage of households with washing machines in Brazil – by region

Women leave the laundry room

Figure 5: Percentage of women employees and employers in Brazil – by region

No time to stand and scrub

Figure 6: Unemployment and GDP per capita in Brazil

The demise of domestic workers

Heal the world, make it a cleaner place

Who's Innovating?

The power of the pod

Smells like passion fruit spirit

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Some like it fragrant
A product solely for jeans
Like water for chocolate

Market Size, Forecast, and Segment Performance

Key points
A stable and mature market
The strong will survive
Figure 7: Home laundry sector sales, by value – Brazil – 2009-19
The fall of the bars
Figure 8: home laundry sales segmentation, by value 2009-13
The story goes on
Figure 9: Home laundry sector sales, by value – Brazil – 2009-19

Market Share

Three market leaders
Leadership challenged?
Small players reinvent themselves
Figure 10: Leading manufacturer sales in the home laundry sector, by value 2012-13

Company Profiles

Unilever
Company background
Company performance
Retail offering
Química Amparo
Company background
Company performance
Retail offering
Procter & Gamble
Company background
Company performance
Retail offering

The Consumer – Usage

Key points
Washing methods are diverse and fragmented
Figure 11: Home laundry usage, Brazil – May 2014
Most people use washing machines
Figure 12: Home laundry usage, by media, Brazil – May 2014
Most do the laundry themselves, at least occasionally
Figure 13: Home laundry usage, by performer of action, Brazil – May 2014

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The older do it by hand

Figure 14: Consumers who do laundry by hand, Brazil – May 2014

The Consumer – Laundry Habits

Key points

Old habits die hard

Figure 15: Laundry habits, Brazil – May 2014

The North and Northeast like soap bars

Figure 16: Usage of bar laundry soap, by region, Brazil – May 2014

The young like convenience and innovation

Figure 17: Usage of two-in-one products, by region, Brazil – May 2014

The Consumer – Buying Preferences

Key points

Brazilians are frugal and old-fashioned

Figure 18: Laundry buying preferences, Brazil – May 2014

The North and Northeast shun paper packaging

Figure 19: Laundry buying preferences, by region – May 2014

Men like it quick, women like it diverse

Figure 20: Laundry buying preferences, by age group, Brazil – May 2014

ABs prefer dosing caps

Figure 21: Preference for a dosing device, by socioeconomic group, Brazil – May 2014

The Consumer – Attitudes

Key points

Child safety first

Figure 22: Laundry buying preferences, Brazil – May 2014

The three letters that saved the world

Figure 23: Views toward bio products, Brazil – May 2014

Older consumers prefer it natural and odorless

Figure 24: Laundry buying preferences, by age group, Brazil – May 2014

Appendix – Usage

Figure 25: Usage, April 2014

Figure 26: Most popular usage, by demographics, April 2014

Figure 27: Next most popular usage, by demographics, April 2014

Appendix – Laundry Habits

Figure 28: Laundry habits, April 2014

Figure 29: Laundry habits – Powdered detergent, by demographics, April 2014

Figure 30: Laundry habits – Liquid detergent, by demographics, April 2014

Figure 31: Laundry habits – Bar laundry, by demographics, April 2014

Figure 32: Laundry habits – Concentrated liquid detergent, by demographics, April 2014

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

Figure 33: Laundry habits – Two-in-one product, by demographics, April 2014

Figure 34: Laundry habits – Capsule, by demographics, April 2014

Figure 35: Laundry habits – Fabric softener, by demographics, April 2014

Figure 36: Laundry habits – Bleach, by demographics, April 2014

Figure 37: Laundry habits – Stain remover, by demographics, April 2014

Appendix – Buying Preferences

Figure 38: Buying preferences, April 2014

Figure 39: Most popular buying preferences, by demographics, April 2014

Figure 40: Next most popular buying preferences, by demographics, April 2014

Appendix – Differentiators

Figure 41: Differentiators, April 2014

Figure 42: Differentiators – I prefer home laundry products that are 'bio,' by demographics, April 2014

Figure 43: Differentiators – Bio home laundry products are good for the environment, by demographics, April 2014

Figure 44: Differentiators – Bio home laundry products are good for my skin, by demographics, April 2014

Figure 45: Differentiators – I prefer home laundry products/formulations with natural ingredients, by demographics, April 2014

Figure 46: Differentiators – I am concerned about the risk of children being poisoned by laundry products stored in the home, by demographics, April 2014

Figure 47: Differentiators – I would buy washing powder in capsules if it was available on the market, by demographics, April 2014

Figure 48: Differentiators – It is worth paying a bit more for a well-known brand, by demographics, April 2014

Figure 49: Differentiators – I prefer fragrance-free laundry products, by demographics, April 2014

Figure 50: Differentiators – I would be interested in a laundry product with new or enhanced fragrances/scents, by demographics, April 2014

Figure 51: Differentiators – I would be interested in laundry products that use new technology in cleaning power (such as a new enzyme), by demographics, April 2014

Figure 52: Differentiators – There is no performance difference between powder and liquid detergent, by demographics, April 2014

Figure 53: Differentiators – I prefer smaller containers with concentrated liquid detergent or fabric conditioner, by demographics, April 2014

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