

Changing Household Cleaning Habits - Brazil - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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



“Higher participation of young consumers in household cleaning tasks and the need to save money and time are some of the main factors influencing consumer purchases and product launches.”

— **Renata Pompa de Moura, Research Manager**

This report looks at the following areas:

- Promoting cleaning as a mood-enhancing activity
- Products and services that save time have potential among ABs
- Addressing antibacterial concerns with natural products

Household cleaning habits and consumer purchasing behaviors have changed significantly in recent years. Consumers are becoming more demanding for products that save time but have strong cleaning powers and are gentle on skin and clothing. As consumers are cash strapped with the current recession, brands and retailers face a big challenge maintaining 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

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@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

Changing Household Cleaning Habits - Brazil - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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

Table of Contents

Overview

What you need to know
Definition

Executive Summary

The consumer
Family members are participating more in household chores
Figure 1: Responsibility for cleaning the home, January 2017
Multipurpose cleaner, toilet bowl cleaner, and bleach: products used most often
Figure 2: Frequency of using household cleaning products, January 2017
Refreshing aromas in the bathroom appeal to Brazilians
Figure 3: Household cleaning habits, January 2017
Large packs sizes are perceived as cost-effective
Figure 4: Purchasing habits, January 2017
Consumers want products that are gentle on hands
Figure 5: Interest in product innovations, January 2017
What we think

Issues and Insights

Promoting cleaning as a mood-enhancing activity
The facts
The implications
Products and services that save time have potential among ABs
The facts
The implications
Addressing antibacterial concerns with natural products
The facts
The implications

The Market – What You Need to Know

Unemployment is impacting domestic workers
More people going back to live with parents
Inflation is slowing down

Market Drivers

While the regulation of domestic rights is benefiting workers...
...unemployment is also impacting them
Inflation slows down in 2016
Figure 6: Extended national consumer price index (Índice Nacional de Preços ao Consumidor Amplo – IPCA), %, 2010-16
More people going back to live with parents

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Changing Household Cleaning Habits - Brazil - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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

The Consumer – What You Need to Know

- Young consumers are sharing cleaning responsibility with others
- Fragranced cleaning products are often used
- Multipurpose cleaners highly used for the floor
- Less water in cleaning tasks
- Lower price retailers gain space
- Antibacterial action could gain more appeal with repellent benefits
- Seniors want laundry products gentle on clothing

Responsibility for Cleaning the Home

Family members are participating more in household chores

Figure 7: Responsibility for cleaning the home, January 2017

Women still mainly responsible for household chores

Figure 8: Agreement with selected responsibility for cleaning the home, by gender, January 2017

Young consumers are not the primary cleaner but share responsibility with others

Figure 9: Agreement with selected responsibility for cleaning the home, by age groups, January 2017

Young males are participating in house cleaning

Figure 10: Agreement with selected responsibility for cleaning the home, by age groups and gender, January 2017

Frequency of Using Household Cleaning Products

Multipurpose cleaner, toilet bowl cleaner and bleach: products used most often

Figure 11: Frequency of using household cleaning products, January 2017

Oven cleaners have the lower penetration of products surveyed

Fragranced cleaning products are often used...

Figure 12: Frequency of using fragranced cleaning products, January 2017

...as are home fragrance products

Cleaning Habits

Refreshing aromas in the bathroom appeal to Brazilians

Figure 13: Household cleaning habits, January 2017

Multipurpose cleaners highly used for the floor

Less water in cleaning tasks

Figure 14: Agreement with "I am using less water when I clean the house now compared to 12 months ago, by socioeconomic group, January 2017

However adding water to cleaning products is a way to save money

Purchasing Habits

Large packs sizes are perceived as cost-effective

Figure 15: Purchasing habits, January 2017

Lower price retailers gain space...

...as do lower-priced brands

Middle-class trading down to cheaper laundry products formats

Figure 16: Agreement with "I am opting to purchase cheaper formats (eg laundry detergent in powder) to do the laundry, by socioeconomic group, January 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Changing Household Cleaning Habits - Brazil - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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

Consumers in the North-East are more open to innovations

Figure 17: Agreement with "I often try new products for cleaning the home", by region, January 2017

The power to remove dirt/grease is the priority for many consumers

Antibacterial action could gain more appeal with repellent benefits

Interest in Innovation

Consumers want products gentle on hands

Figure 18: Interest in product innovations, January 2017

Seniors want laundry products gentle on clothing

Figure 19: Interest in laundry products that are gentle on clothing, by age group, January 2017

Matching the scent of products is a trend

Figure 20: Agreement with selected product innovations, January 2017

Cleaning products that leave protective layer to repel dirt have potential

Appendix – Abbreviations

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com