

## Household Cleaning Habits - Brazil - August 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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“Sustainability is the keyword for the household cleaning products market. Many brands have adopted an eco-friendly approach, either through natural ingredients, chemical-free formulations, or recyclable, reusable, and biodegradable packaging. Changes in consumer behavior, however, also open opportunities for innovations in terms of fragrance, format, and positioning.”

– **Marina Ferreira, Research Analyst**

This report looks at the following areas:

- Consumers leave nonessential categories and search for cheaper brands
- Consumers are concerned about chemicals and environmental impact

Changes in consumer behavior have directly impacted the household cleaning products market. As people have demonstrated greater interest in themes such as wellbeing, sustainability, and gender equality, their attitudes toward different categories have evolved. In addition, Brazil's economic difficulties have led consumers to make tough decisions regarding their shopping lists and seek out different product formats based on price and/or benefits.

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Challenges

Consumers leave nonessential categories and search for cheaper brands

Consumers are concerned about chemicals and environmental impact

Opportunities

Consumers want products that deliver better value and they seek out discounts

Men's participation in household chores opens new opportunities

Sustainability can be explored both in terms of products and packaging

Fragrance innovations can appeal to consumers

New formats can help add value to cleaning products

What we think

### The Market – What You Need to Know

Aging population generates new packaging demands

Number of people living alone slightly declines

### Market Drivers

Women still do most of the household chores, but men's participation is growing

Figure 1: Percentage of people who have done household chores at home, by gender and type of activity, Brazil 2017

Aging population generates new packaging demands

Figure 2: Purchase drivers for household cleaning habits, total and among those aged 55+, May 2018

Number of people living alone slightly declines

More than 1,000 Brazilian cities at risk of dengue, zika, and chikungunya outbreak

### Key Players – What You Need to Know

P&G launches a laundry service to emphasize the attributes of Ariel and Downy products

There is space for eco-friendly products to grow

### Marketing Campaigns and Actions

LG is a new player in the Brazilian household cleaning market

P&G launches a laundry service to emphasize the attributes of Ariel and Downy products

Figure 3: Ariel's laundry service

Vanish modernizes its image using a "digital" language

Figure 4: Vanish Gold talk show – Episode 01

Figure 5: Vanish Gold memes

Veja and Vanish use men as the main characters in their cleaning products ads

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Figure 6: Veja Multiuso ad

Figure 7: Vanish ad

Omo Sports focuses on sport clothes

Figure 8: Omo Sports campaign

Fofo relaunches product aimed at children with safety seal

Figure 9: Fofo Amaciante Cheirinho de Bebê (Laundry Softener)

## Who's Innovating?

There is space for eco-friendly products to grow

Figure 10: Launches of cleaning products\* positioned as "not harmful to the environment," by top 3 countries and Brazil, 2017

Innovations in cleaning equipment can appeal to those who no longer rely on professional services

Figure 11: Top 5 claims of cleaning equipment, global, 2015-17

## The Consumer – What You Need to Know

Brazilians are buying fewer air fresheners (eg Glade)

Greater use of products without chemicals by women opens space for natural ingredients

Convenient formats can improve the image of stain removers

Aromatherapy can appeal to consumers who enjoy cleaning the house

Demand for house detergents that can also be used to wash clothes boosts new multifunctional segment

## Household Cleaning Products Purchase

Brazilians are buying less air fresheners (eg Glade)

Figure 12: Household cleaning products purchase, May 2018

Multipurpose products can explore the idea of saving time

Figure 13: Household cleaning products purchase, May 2018

Figure 14: Qboa multipurpose line of products with antidust barrier

Liquid laundry detergent in a concentrated format combined with softeners will appeal to women

Figure 15: Household cleaning products purchase, by gender, May 2018

## Behavior toward Household Cleaning Habits

Household chores becoming more equally shared

Figure 16: Behavior toward household cleaning habits, May 2018

C and DE consumers have favored cheaper brands due to the recession

Figure 17: Behavior toward household cleaning habits, by socioeconomic group, May 2018

Figure 18: Molly's Suds washing up liquid detergent

AB consumers have favored products that deliver better value for money

Figure 19: Behavior toward household cleaning habits, by socioeconomic group, May 2018

Greater use of products without chemicals by women opens space for natural ingredients

Figure 20: Behavior toward household cleaning habits, by gender, May 2018

Figure 21: Castelo Alimentos cleaning alcohol vinegar

Figure 22: Positiv.a multipurpose concentrate

## Purchase Drivers for Household Cleaning Habits

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Fragrances with Brazilian ingredients can add value to laundry softeners

Figure 23: Purchase drivers for household cleaning habits, May 2018

Convenient formats can improve the image of stain removers

Figure 24: Electrolux Ultra Clean stain pen

"No chlorine" bleach has little impact on the purchase decision

## Attitudes toward Household Cleaning Habits

Aromatherapy can appeal to consumers who enjoy cleaning the house

Figure 25: Attitudes toward household cleaning habits, May 2018

Figure 26: Bom Ar Air Wick

Content marketing can help educate consumers about concentrated cleaning products

Figure 27: Clorox MyStain app

Detergents with sustainable packaging appeal to AB consumers

Figure 28: Attitudes toward household cleaning habits, by socioeconomic group, May 2018

Figure 29: Ecover packaging made with 100% recyclable plastic

Figure 30: Common Good refill stations

Figure 31: Common Good dish detergent glass bottle

## Interest in New Products

Demand for house detergents that can also be used for washing clothes provide a boost for new multifunctional segment

Figure 32: Interest in new products, May 2018

Figure 33: UM® multipurpose cleaner

Sachets of concentrated cleaning products made to be mixed with water can help families with children save money

Figure 34: Interest in new products, by children living in the household, May 2018

Figure 35: YVY super concentrated laundry washing capsules

Figure 36: Penalty Sport Cleaner

Dish detergents with skin benefits appeal to women

Figure 37: Interest in new products, by gender, May 2018

## Appendix – Abbreviations

Abbreviations

## Appendix – Correspondence Analysis

Methodology

Figure 38: Correspondence analysis – Purchase drivers for household cleaning habits, May 2018

Figure 39: Purchase drivers for household cleaning habits, May 2018

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