

Household Care Habits - Brazil - 2021

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This report looks at the following areas:

- Impact of COVID-19 on household care habits
- Consumption of household cleaners and fabric care products among different demographic groups
- Household care routines adopted during the pandemic and analysis on the maintenance of these new habits after the pandemic ends
- Sustainable household practices, including packaging and natural household care and cleaning products
- Opportunities and challenges for the consumption of home fragrances
- Attitudes toward home care and interest in innovations

Throughout 2020, the household has been transformed into a multifunctional space for work, study, leisure, rest and even physical exercise. Consequently, consumers have prioritized household care and cleaning as an important part of the new routine imposed by the COVID-19 pandemic. In addition to giving a higher priority to household cleaning, consumers have adopted disinfection as an essential step for both surface cleaning and clothing care, due to their concern about the spread of the coronavirus. As daily tasks remain restricted to the household, the search for wellbeing and comfort has gained prominence, opening up space for the use of candles and scented diffusers. Additionally, this new home-centered routine has aroused Brazilians' interest in more convenient solutions.



"The household has become the center of consumers' routine during the COVID-19 pandemic, making the household care and cleaning a top priority. Disinfection is now as critical as cleaning, which means the demand for multi-surface disinfectants is on the rise."

- Amanda Caridad, Beauty and Personal Care Senior Analyst

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