

Household Care Habits - Brazil - 2022

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This report looks at the following areas:

- Types of residence and their influence on household care products consumption and cleaning routines
- Household chores responsibility and its influence on household care products consumption
- Consumption of household cleaning products, fabric care products, insect repellents and air care products among different demographic groups
- Claims most valued by Brazilians when buying household care products, and opportunities for innovation in the category
- Household chores routines and their relationship to physical and emotional wellbeing
- Attitudes toward household care

Brazilian consumers remain highly concerned about protecting their households against germs. However, as the COVID-19 pandemic enters a new phase, they also demonstrate an interest in products and solutions that optimize their routine and help them have more time for other activities. The discussion about household wellbeing allows household care brands to communicate the benefits of household chores routines to consumers' physical as well as mental and emotional health.

Concerns about the health and wellbeing of the whole family, including children and pets, have driven the demand for products with clear safety certifications. In addition, concerns about the environmental impact of cleaning products have increased consumers' interest in products with sustainable packaging. Likewise, greater awareness of the effect of ingredients on consumers' health has increased the search for more natural formulas.



"As the COVID-19 pandemic enters a new phase, in addition to hygiene and disinfection, Brazilian consumers seem to have new priorities, demonstrating interest in innovations based on convenience, sustainability and health safety."

– **Amanda Caridad, Senior Beauty, Personal Care and Household Care Analyst**

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