

# Household Cleaning Habits - Consumers' Expectations for Laundry and Household Care Products - Brazil - June 2019

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“Brazilians want quality products that offer good value for their money. The high demand for cleaning products in refillable packaging shows that consumers see this option as a good way to buy their favorite brands at an affordable price. Private label has also gained relevance by combining good quality and lower prices.”

– **Marina Ferreira, Research Analyst**

This report looks at the following areas:

- **Cleaning products face restrictions due to their environmental impact**
- **Brazilians find it difficult to identify eco-friendly attributes**

The economic difficulties Brazil has experienced in recent years have affected consumer behavior. Brazilians, in general, have demonstrated greater concern about price while still looking for quality products. Money-saving formats such as refillable packaging, for example, have gained space, as they allow consumers to buy their favorite brands at an affordable price.

Supermarkets' private label brands, which are usually cheaper than traditional ones, have also benefited from the current economic scenario. Consumers who started to buy private label cleaning products during the recession have realized these items have good quality and therefore should keep buying them.

In addition, brands and companies need to adapt to new rules and demands in terms of sustainability. The State of Rio de Janeiro, for example, has banned the use of microplastics in cleaning products, and other states should follow, which means the industry needs to develop new formulations.

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