

Household Cleaners: Incl Impact of COVID-19 - Brazil - May 2020

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This report looks at the following areas:

- How the COVID-19 outbreak impacts consumer behaviors and the household cleaners market
- How the market will fare in the post-COVID-19 slowdown
- Consumers' household cleaning behaviors among different demographic groups
- Product innovation during and after the pandemic

The category of household cleaners has been brought to the spotlight in the midst of the COVID-19 pandemic, as consumers change their household care and hygiene habits to protect themselves and their families from the spread of the coronavirus. In this scenario of a health crisis, cleaning brands have played an important role in raising awareness about the correct use of their products. In addition, the high demand for products such as 70% alcohol, which were niche before the pandemic, has led several manufacturers to launch new products on the market. Furthermore, the Brazilian consumer has been adopting a more environmentally friendly approach to shopping, as well as favoring options that help save money, such as concentrated and refillable items.



"Household cleaning is an essential activity that has been significantly impacted by the COVID-19 pandemic. Brazilians are interested in products that offer high efficiency and practicality when it comes to disinfecting environments."

– Amanda Caridad, Beauty and Personal Care Senior Specialist

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