

Home Laundry Products: Incl Impact of COVID-19 - Brazil - October 2020

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This report looks at the following areas:

- COVID-19's impact on the home laundry routine
- Forecast for the home laundry market post-COVID-19
- Product usage, frequency of use, attitudes and perceptions of different demographic groups
- Product innovation in the home laundry category during and after the pandemic

Brazil is an important and strategic market for the home laundry category. During the pandemic, the sector was positively impacted, with consumers aware of the importance of adopting hygiene and protection measures against the new coronavirus' dissemination. During the COVID-19 outbreak, Brazilians did laundry more frequently, which may increase the demand for formulations that combine cleaning and fabric care. Brazilians show interest in formulations that protect fabrics and extend the lifespan of clothes. Many brands have innovated, seeking inspiration in the cosmetic industry to develop products that look after fabrics, avoiding signs of aging and wear.

Besides fragrance, which is an important attribute when purchasing home laundry products, Brazilians have shown interest in formulations containing safe ingredients for the skin. There is space for brands to develop natural formulations that also offer maximum performance. As for other household care categories, consumers are continuously aware of the sustainable credentials of the brands they consume, creating a favorable scenario for brands to innovate on ecological packaging while offering the best value for money to the consumer.



"The COVID-19 pandemic has raised the importance of home laundry and brought a new desirable attribute: fabric disinfection. The category's brands find a favorable scenario for innovations inspired by the cosmetic industry, helping consumers take care of their clothes and prolong their lifespan."

– Amanda Caridad, Beauty & Personal Care Senior Analyst

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- **Brazilians increase laundry frequency to contain COVID-19 virus spread**
- **Record unemployment rate reaches 13.8%**
- **Brazil enters technical recession, with a 9.7% GDP retraction**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **The home laundry category sees innovations focused on natural ingredients and sustainability**
- **Omo and Ariel reinforce the importance of the collective during the pandemic, using social networks as essential tools to interact with consumers**
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- During the pandemic, Generation Z consumers are worried about their wellbeing, while parents with children in the home want convenience in the home laundry routine
- Bleaches can communicate fabric care, while ironing water can help men
- Bar laundry soap brands can invest in varieties that protect fabrics, while ironing water brands can offer relaxing scents
- Disinfection becomes a desirable attribute in liquid laundry detergents, while fragrance-free versions can please consumers who wash and dry bed and bath linens
- Fragrance is a decisive attribute when buying fabric softeners, but brands can differentiate themselves by making ironing easier
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