

# Home Insecticides in Brazil

February 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive performance by spray/aerosol format supports category's growth

SBP and Raid remain leading brands in Brazil

New product launches promote efficacy and protection

#### PROSPECTS AND OPPORTUNITIES

Lack of sanitation will drive demand for home insecticides in impoverished cities and communities

Seasonality as a common market driver

Indirect competition is a challenge for family-friendly insecticides

#### CATEGORY DATA

Table 1 - Sales of Home Insecticides by Category: Value 2018-2023

Table 2 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 3 - Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 4 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 5 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 6 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 7 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

## Home Care in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 8 - Households 2018-2023

#### MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023

Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 - Distribution of Home Care by Format: % Value 2018-2023

Table 15 - Distribution of Home Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-insecticides-in-brazil/report](http://www.euromonitor.com/home-insecticides-in-brazil/report).