

# Laundry Care in Dominican Republic

February 2024

**Table of Contents** 

## Laundry Care in Dominican Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation continues to impact purchasing behaviour

Unilever Dominicana comes under growing pressure from cheaper alternatives

Local brand Brillante seeks to connect with women via empowering messages

### PROSPECTS AND OPPORTUNITIES

Consumers migrate towards liquid detergent format

Micro-segmentation to gain momentum in laundry care

Cuaba bar soap to remain a tried and tested favourite

#### CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

#### **CATEGORY DATA**

- Table 2 Sales of Laundry Care by Category: Value 2018-2023
- Table 3 Sales of Laundry Care by Category: % Value Growth 2018-2023
- Table 4 Sales of Laundry Aids by Category: Value 2018-2023
- Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023
- Table 6 Sales of Laundry Detergents by Category: Value 2018-2023
- Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023
- Table 8 NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 9 LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 10 NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 11 LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 12 Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 13 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

### Home Care in Dominican Republic - 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 14 - Households 2018-2023

## MARKET DATA

- Table 15 Sales of Home Care by Category: Value 2018-2023
- Table 16 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 17 NBO Company Shares of Home Care: % Value 2019-2023
- Table 18 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 19 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 20 Distribution of Home Care by Format: % Value 2018-2023
- Table 21 Distribution of Home Care by Format and Category: % Value 2023
- Table 22 Forecast Sales of Home Care by Category: Value 2023-2028
- Table 23 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/laundry-care-in-dominican-republic/report.