



# Surface Care in Chile

February 2024

Table of Contents

## Surface Care in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and the return to normal routines have a negative impact on demand

All purpose cleaning wipes have lost their charm

Private label gains ground, driven by new products and marketing campaigns

#### PROSPECTS AND OPPORTUNITIES

Adverse economic conditions will negatively impact demand for surface care in 2024

Local players have potential to gain ground in category

Affordability and convenience will become key attributes for surface care

#### CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## Home Care in Chile - 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 11 - Households 2018-2023

### MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2018-2023

Table 13 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Home Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 - Distribution of Home Care by Format: % Value 2018-2023

Table 18 - Distribution of Home Care by Format and Category: % Value 2023

Table 19 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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