



# Home Care in Brazil

April 2026

Table of Contents

## Home Care in Brazil

### EXECUTIVE SUMMARY

Practical Efficiency Drives Home Care Sales

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

#### INDUSTRY PERFORMANCE

Practical Efficiency Drives Home Care Sales

Chart 2 - Bombril Highlights Multifunctionality of Limpol

Mood-Boosting Ingredients Become Key Differentiator

Chart 3 - Coala Focuses on Sophisticated Aromas

Regional Resilience and Strategic Expansion

Chart 4 - Girando Sol Gains Strength to Pressure Major Brands

Chart 5 - Value Sales of Home Care 2020–2030

Chart 6 - Volume Sales of Home Care 2020–2030

Chart 7 - Value Sales of Home Care by Category 2025

#### WHAT'S NEXT?

Market Adaptation and Value-Driven Growth

Chart 8 - Analyst Insight for Home Care

Established Stability and the Multifunctional Shift

Sensorial Experiences to Shape Industry Trends

Chart 9 - Forecast Value Sales of Home Care 2020-2030

Chart 10 - Forecast Value Sales of Home Care by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Multinationals Maintain Lead Amidst Rising Regional Competition

Emerging Companies Capitalise on Regional Preferences and Innovation

Chart 11 - Company Shares of Home Care 2025

Chart 12 - Brand Shares of Home Care 2025

#### CHANNELS

Grocery Retailers Drive Distribution through Supermarkets and Small Local Grocers

Retail E-Commerce Gains Traction with Convenience and Competitive Prices

#### ECONOMIC CONTEXT

Chart 13 - Economic Context for Home Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 16 - Consumer Context for Home Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

## Air Care in Brazil

### KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Regional Expansion Helps Drive Positive Performance for Air Care

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Air Care

## INDUSTRY PERFORMANCE

Regional Expansion Helps Drive Positive Performance for Air Care

Chart 21 - Guimarães Expands Porfolio to Increase Brand Touchpoints

The Rise of Mood-Boosting Fragrances

Chart 22 - Glade Focuses on Premium Fragrances to Retain Customer Base

Chart 23 - Value Sales of Air Care 2020-2030

Chart 24 - Volume Sales of Air Care 2020-2030

Chart 25 - Value Sales of Air Care by Category 2025

## WHAT'S NEXT?

Electric Air Fresheners to Drive Growth with Technological Innovation

Spray/Aerosol Air Fresheners Remain Leading Category Due to Affordability and Ease of Use

Chart 26 - Analyst Insight for Air Care

E-Commerce to Help Drive Growth and Innovation in Air Care

Chart 27 - Forecast Value Sales of Air Care 2020-2030

Chart 28 - Forecast Value Sales of Air Care by Category 2025-2030

## COMPETITIVE LANDSCAPE

Ceras Johnson Maintains Lead with Strong Brand Portfolio

Chart 29 - Company Shares of Air Care 2025

Chart 30 - Brand Shares of Air Care 2025

## CHANNELS

Supermarkets Leads Air Care Distribution with Wide Brand Portfolios

E-Commerce Fuels Growth and Innovation in Air Care

Chart 31 - Retail Channels for Air Care 2020-2025

## ECONOMIC CONTEXT

Chart 32 - Economic Context for Air Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 35 - Consumer Context for Air Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Bleach in Brazil](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bleach Benefits From Wide Usage Occasions by Many Brazilians

### KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Bleach

## INDUSTRY PERFORMANCE

Bleach Benefits From Wide Usage Occasions by Many Brazilians

Multifunctionality Trend Influences Product Formulation and Marketing

The Rise of Regional Brands

Chart 40 - Girando Sol Highlights Multifunctionality as Key Product Feature

Chart 41 - Value Sales of Bleach 2020-2030

Chart 42 - Volume Sales of Bleach 2020-2030

## WHAT'S NEXT?

Multifunctionality Trend to Further Influence Product Formulation and Marketing

Business Impact of Regional Brands on Established Leaders

Chart 43 - Forecast Value Sales of Bleach 2020-2030

## COMPETITIVE LANDSCAPE

Leading Brands Maintain Share Amidst Rising Regional Competition

Chart 44 - Company Shares of Bleach 2025

Chart 45 - Brand Shares of Bleach 2025

## CHANNELS

Small Local Grocers Leads Bleach Distribution Due to Proximity and Convenience

Retail E-Commerce Bleach Sales Gain Traction

Chart 46 - Retail Channels for Bleach 2020-2025

## ECONOMIC CONTEXT

Chart 47 - Economic Context for Bleach

Chart 48 - Real Gdp Growth 2020-2030

Chart 49 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 50 - Consumer Context for Bleach

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Dishwashing in Brazil](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Players Differentiate Hand Dishwashing through Skin Care Attributes

### KEY INDUSTRY TRENDS

Chart 54 - Key Industry Trends for Dishwashing

## INDUSTRY PERFORMANCE

Players Differentiate Hand Dishwashing through Skin Care Attributes

Chart 55 - Consumer Skin Care Concerns Lead Players to Adapt Products and Claims

Automatic dishwashing sees dynamic growth

Regional Value Versus Premium Performance in Dishwashing

Chart 56 - Ypê's Product Differentiation

Chart 57 - Value Sales of Dishwashing 2020-2030

Chart 58 - Volume Sales of Dishwashing 2020-2030

Chart 59 - Value Sales of Dishwashing by Category 2025

#### WHAT'S NEXT?

Sustained Demand and Value Competition over the Forecast Period

Regional Players and Product Differentiation Key to Success

Chart 60 - Analyst Insight for Dishwashing

The Future of Detergent Pastes in Brazil

Chart 61 - Forecast Value Sales of Dishwashing 2020-2030

Chart 62 - Forecast Value Sales of Dishwashing by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Química Amparo's Leadership Driven by Premiumisation and Established Presence

Chart 63 - Company Shares of Dishwashing 2025

Chart 64 - Brand Shares of dishwashing 2025

#### CHANNELS

Grocery Retailers Drive Offline Sales with Wide Product Range

Retail E-Commerce Gains Traction with Competitive Pricing

Chart 65 - Retail Channels for Dishwashing 2020-2025

#### ECONOMIC CONTEXT

Chart 66 - Economic Context for Dishwashing

Chart 67 - Real Gdp Growth 2020-2030

Chart 68 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 69 - Consumer Context for Dishwashing

Chart 70 - Population 2020-2030

Chart 71 - Consumer Expenditure 2020-2030

Chart 72 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Brazil](#)

#### KEY DATA INSIGHTS

##### 2025 DEVELOPMENTS

Resilience and Value Growth in the Evolving Landscape of Home Insecticides

##### KEY INDUSTRY TRENDS

Chart 73 - Key Industry Trends of Home Insecticides

##### INDUSTRY PERFORMANCE

Resilience and Value Growth in the Evolving Landscape of Home Insecticides

The Rise of Wellness-Driven Home Insecticides in Brazil

Chart 74 - Raid Innovates with Non-Toxic Electric Bait

Urban Pest Control Becomes Increasingly Important

Chart 75 - Disease Protection Claims are Industry Standard

Chart 76 - Value Sales of Home Insecticides 2020-2030

Chart 77 - Volume Sales of Home Insecticides 2020-2030

Chart 78 - Value Sales of Home Insecticides by Category 2025

#### WHAT'S NEXT?

Consumers Drive Demand for Safer and Innovative Solutions

Spray/Aerosol Insecticides to Remain Dominant Despite Challenges

Chart 79 - Analyst Insight for Home Insecticides

Regulatory Barriers and Brand Dominance

Chart 80 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 81 - Forecast Value Sales of Home Insecticides by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Innovation

Chart 82 - Company Shares of Home Insecticides 2025

Chart 83 - Brand Shares of Home Insecticides 2025

## CHANNELS

Supermarkets Lead Home Insecticides Sales with Wide Range of Products

Warehouse Clubs Grow Rapidly with Competitive Pricing

Retail E-Commerce Gains Traction with Wider Product Variety

Chart 84 - Retail Channels for Home Insecticides 2020-2025

## ECONOMIC CONTEXT

Chart 85 - Economic Context for Home Insecticides

Chart 86 - Real Gdp Growth 2020-2030

Chart 87 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 88 - Consumer Context for Home Insecticides

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Laundry Care in Brazil](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Regional Brands Drive Laundry Care Sales at Reasonable Prices

### KEY INDUSTRY TRENDS

Chart 92 - Key Industry Trends for Laundry Care

### INDUSTRY PERFORMANCE

Regional Brands Drive Laundry Care Sales at Reasonable Prices

Chart 93 - Girando Sol Gains Strength to Pressure Major Players

Adaptive Value and Selective Innovation in the Evolving Landscape of Brazilian Laundry Care

Chart 94 - Omo Adds Quick Wash Product into Its Portfolio

Mood-Boosting Ingredients Fuel Growth in Fabric Softeners

Chart 95 - Coala Offers Sophisticated Scents in Laundry Care Portfolio

Chart 96 - Value Sales of Laundry Care 2020-2030

Chart 97 - Volume Sales of Laundry Care 2020-2030

Chart 98 - Value Sales of Laundry Care by Category 2025

### WHAT'S NEXT?

Structural Shifts and Liquid Format Expansion to Influence Future Growth Potential

Fabric Softeners to Further Benefit From Mood-Boosting Trend

Chart 99 - Analyst Insight for Laundry Care  
Packaging Evolution and the Purchasing Gap  
Chart 100 - Forecast Value Sales of Laundry Care 2020-2030  
Chart 101 - Forecast Value Sales of Laundry Care by Category 2025-2030

## COMPETITIVE LANDSCAPE

Multinationals and Regional Brands Shape Market Dynamics  
Emerging Players and Innovation Aim to Drive Future Growth  
Chart 102 - Company Shares of Laundry Care 2025  
Chart 103 - Brand Shares of Laundry Care 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Laundry Care Distribution  
Retail E-Commerce Emerges as a Growing Distribution Channel  
Chart 104 - Retail Channels for Laundry Care 2020-2025

## ECONOMIC CONTEXT

Chart 105 - Economic Context for Laundry Care  
Chart 106 - Real Gdp Growth 2020-2030  
Chart 107 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 108 - Consumer Context for Laundry Care  
Chart 109 - Population 2020-2030  
Chart 110 - Consumer Expenditure 2020-2030  
Chart 111 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Polishes in Brazil](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Modern Households Switch to Multifunctional Home Care, Driving Down Demand for Polishes

### KEY INDUSTRY TRENDS

Chart 112 - Key Industry Trends for Polishes

### INDUSTRY PERFORMANCE

Modern Households Switch to Multifunctional Home Care, Driving Down Demand for Polishes  
Mood-Boosting Ingredients Drive Innovation and Retain Consumers  
Chart 113 - Many of K & M's Polishes Carry Fragrance Claims  
Metal Polish Drives Positive Demand with Premiumisation  
Chart 114 - Value Sales of Polishes 2020-2030  
Chart 115 - Volume Sales of Polishes 2020-2030  
Chart 116 - Value Sales of Polishes by Category 2025

### WHAT'S NEXT?

Despite Potential for Premium Products, Modern Lifestyles Will Impact Overall Demand  
Floor Polish to Retain Highest Value but Volume Decline Will Continue  
Fragrance-Led Innovation to Shape Future Sales  
Chart 117 - Forecast Value Sales of Polishes 2020-2030  
Chart 118 - Forecast Value Sales of Polishes by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Brands Maintain Share Despite Rising Regional Competition

Chart 119 - Company Shares of Polishes 2025

Chart 120 - Brand Shares of Polishes 2025

## CHANNELS

Grocery Retailers Lead Distribution of Polishes with Strong Supermarket Presence

Retail E-Commerce Grows as Consumers Seek Convenience and Variety

## ECONOMIC CONTEXT

Chart 121 - Economic Context for Polishes

Chart 122 - Real Gdp Growth 2020-2030

Chart 123 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 124 - Consumer Context for Polishes

Chart 125 - Population 2020-2030

Chart 126 - Consumer Expenditure 2020-2030

Chart 127 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Surface Care in Brazil](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Evolution of Multifunctional Surface Care in Brazil

### KEY INDUSTRY TRENDS

Chart 128 - Key Industry Trends for Surface Care

## INDUSTRY PERFORMANCE

Evolution of Multifunctional Surface Care in Brazil

Chart 129 - Bombril Highlights Multifunctionality

Regional Players Expand through Strategic Investments

From Basic Utility to Sensorial Experience

Chart 130 - Brands Such as Uau Aim to Leverage Mood-Boosting Trend

Chart 131 - Value Sales of Surface Care 2020-2030

Chart 132 - Volume Sales of Surface Care 2020-2030

Chart 133 - Value Sales of Surface Care by Category 2025

## WHAT'S NEXT?

Multifunctional Surface Care to Help Drive Future Growth

Sensory Sophistication and Portfolio Polarisation

Chart 134 - Analyst Insight for Surface Care

Regulatory Updates and Consumer Preferences to Shape Future

Chart 135 - Forecast Value Sales of Surface Care 2020-2030

Chart 136 - Forecast Value Sales of Surface Care by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Innovation and Tradition

Emerging Companies and Innovative Launches Reshape Market Dynamics

Chart 137 - Company Shares of Surface Care 2025

Chart 138 - Brand Shares of Surface Care 2025

## CHANNELS

Warehouse Clubs Makes Further Gains as Consumers Seek Value

Retail E-Commerce Offers Consumers Convenience and Competitive Pricing

Chart 139 - Retail Channels for Surface Care 2020-2025

## ECONOMIC CONTEXT

Chart 140 - Economic Context for Surface Care

Chart 141 - Real Gdp Growth 2020-2030

Chart 142 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 143 - Consumer Context for Surface Care

Chart 144 - Population 2020-2030

Chart 145 - Consumer Expenditure 2020-2030

Chart 146 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Toilet Care in Brazil](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Regional and Local Sales Growth Driven by Innovation

### KEY INDUSTRY TRENDS

Chart 147 - Key Industry Trends for Toilet Care

### INDUSTRY PERFORMANCE

Regional and Local Sales Growth Driven by Innovation

Chart 148 - Reckitt Benckiser Invests in Technology and Fragrance to Retain Consumers

Substitution Threat Shapes Market Dynamics

Chart 149 - Value Sales of Toilet Care 2020-2030

Chart 150 - Volume Sales of Toilet Care 2020-2030

Chart 151 - Value Sales of Toilet Care by Category 2025

### WHAT'S NEXT?

Consumers to Seek Practicality and Hygiene in Toilet Care

Toilet Liquids/Foam Set to Maintain Popularity with Innovation

Chart 152 - Analyst Insight for Toilet Care

Regional Players Set to Offer Greater Competition

Chart 153 - Forecast Value Sales of Toilet Care 2020-2030

Chart 154 - Forecast Value Sales of Toilet Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Innovation and Portfolio Strength

Chart 155 - Company Shares of Toilet Care 2025

Chart 156 - Brand Shares of Toilet Care 2025

## CHANNELS

Small Local Grocers and Supermarkets Drive Offline Sales

E-Commerce Gains Traction among Higher Socioeconomic Consumers

Chart 157 - Retail Channels for Toilet Care 2020-2025

## ECONOMIC CONTEXT

Chart 158 - Economic Context for Toilet Care

Chart 159 - Real Gdp Growth 2020-2030

Chart 160 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 161 - Consumer Context for Toilet Care

Chart 162 - Population 2020-2030

Chart 163 - Consumer Expenditure 2020-2030

Chart 164 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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-care-in-brazil/report](http://www.euromonitor.com/home-care-in-brazil/report).