

# Home Care in Peru

February 2025

**Table of Contents** 

#### Home Care in Peru

#### **EXECUTIVE SUMMARY**

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

#### MARKET INDICATORS

Table 1 - Households 2019-2024

#### MARKET DATA

- Table 2 Sales of Home Care by Category: Value 2019-2024
- Table 3 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 4 NBO Company Shares of Home Care: % Value 2020-2024
- Table 5 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 7 Distribution of Home Care by Format: % Value 2019-2024
- Table 8 Distribution of Home Care by Format and Category: % Value 2024
- Table 9 Forecast Sales of Home Care by Category: Value 2024-2029
- Table 10 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

#### Air Care in Peru

## **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Positive performance for air care in 2024

Fruity and lavender fragrances continue to dominate the market

SC Johnson increases its share, while Reckitt leaves the market

## PROSPECTS AND OPPORTUNITIES

Stick and candle diffusers offer much potential

Growing pet care market presents opportunities for air care brands

Air care brands to capitalise on fragrance innovation, social media trends, and sustainability

## **CATEGORY DATA**

- Table 11 Sales of Air Care by Category: Value 2019-2024
- Table 12 Sales of Air Care by Category: % Value Growth 2019-2024
- Table 13 Sales of Air Care by Fragrance: Value Ranking 2022-2024
- Table 14 NBO Company Shares of Air Care: % Value 2020-2024
- Table 15 LBN Brand Shares of Air Care: % Value 2021-2024
- Table 16 Forecast Sales of Air Care by Category: Value 2024-2029
- Table 17 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

## Bleach in Peru

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Decline in bleach sales in 2024, with reduced disinfection habits and weather conditions impacting demand Intense price competition with little differentiation between brands

Discounters and cash and carry outlets gain traction, due to their ability to offer consumers more affordable prices

#### PROSPECTS AND OPPORTUNITIES

Concept of disinfection regains relevance among consumers

Premiumisation could help to boost profit margins

Business-to-business sales could boost growth

#### **CATEGORY DATA**

Table 18 - Sales of Bleach: Value 2019-2024

Table 19 - Sales of Bleach: % Value Growth 2019-2024

Table 20 - NBO Company Shares of Bleach: % Value 2020-2024

Table 21 - LBN Brand Shares of Bleach: % Value 2021-2024

Table 22 - Forecast Sales of Bleach: Value 2024-2029

Table 23 - Forecast Sales of Bleach: % Value Growth 2024-2029

#### Dishwashing in Peru

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growth rates return to normal pre-pandemic levels

Procter & Gamble offloads its pastes, impacting its market share

Dishwashing liquids gain ground on the back of rising consumer awareness and aggressive marketing campaigns

#### PROSPECTS AND OPPORTUNITIES

Consumer shift towards smarter, more personalised choices

Scope for innovation in fragrances

Outlook for automatic dishwashing will be less favourable

#### **CATEGORY INDICATORS**

Table 24 - Household Possession of Dishwashers 2019-2024

## **CATEGORY DATA**

Table 25 - Sales of Dishwashing by Category: Value 2019-2024

Table 26 - Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Dishwashing: % Value 2020-2024

Table 28 - LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 29 - Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

#### Home Insecticides in Peru

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Demand for home insecticides falls in 2024, alongside the normalisation of temperatures

Leading insecticide brands gain market share in 2024, thanks to aggressive distribution and strategic pricing

Electric insecticides lose ground

# PROSPECTS AND OPPORTUNITIES

Rising concerns over dengue fever transmission should boost demand for home insecticides Greater focus on pricing and efficiency Discounters and home care stores will gain relevance

#### **CATEGORY DATA**

- Table 31 Sales of Home Insecticides by Category: Value 2019-2024
- Table 32 Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 33 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024
- Table 34 NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 35 LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 36 Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 37 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

## Laundry Care in Peru

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Major players implement aggressive strategies to counter competition from low-priced alternatives

Fabric softeners see increase in demand 2024, thanks to improved economic context and players' price cutting efforts

Liquid format shows surge in popularity

#### PROSPECTS AND OPPORTUNITIES

Economical detergents will continue to dominate amid economic pressures

Consumers will become more discerning in terms of their purchasing decisions, with wellbeing playing a key role

Laundry care offers much scope for further innovation

#### CATEGORY INDICATORS

Table 38 - Household Possession of Washing Machines 2019-2024

#### **CATEGORY DATA**

- Table 39 Sales of Laundry Care by Category: Value 2019-2024
- Table 40 Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 41 Sales of Laundry Aids by Category: Value 2019-2024
- Table 42 Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 43 Sales of Laundry Detergents by Category: Value 2019-2024
- Table 44 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 45 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 46 NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 47 LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 48 NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 49 LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 50 NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 51 LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 52 Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 53 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

## Polishes in Peru

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Flat performance amid changing consumer priorities

Shoe polish registers decline in demand due to changing fashion trends

Alicorp SAA solidifies leadership in Peru's polishes market through competitive pricing

#### PROSPECTS AND OPPORTUNITIES

Changing consumption patterns threaten future of Peruvian polishes market

Liquids formats will drive innovation in shoe polishes

Innovative formats and value-added promotions will be key strategies for success

#### CATEGORY DATA

Table 54 - Sales of Polishes by Category: Value 2019-2024

Table 55 - Sales of Polishes by Category: % Value Growth 2019-2024

Table 56 - NBO Company Shares of Polishes: % Value 2020-2024

Table 57 - LBN Brand Shares of Polishes: % Value 2021-2024

Table 58 - Forecast Sales of Polishes by Category: Value 2024-2029

Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

#### Surface Care in Peru

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Multi-surface cleaners lead growth, while prices decline

Clorox drives value growth with revival of Poett brand

Large formats grow in popularity, with further scope for innovation

#### PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners will continue to take the spotlight

Disinfection is regaining relevance as an attribute among consumers

Fragrance innovation will drive future growth

#### **CATEGORY DATA**

Table 60 - Sales of Surface Care by Category: Value 2019-2024

Table 61 - Sales of Surface Care by Category: % Value Growth 2019-2024

Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 64 - NBO Company Shares of Surface Care: % Value 2020-2024

Table 65 - LBN Brand Shares of Surface Care: % Value 2021-2024

Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 68 - Forecast Sales of Surface Care by Category: Value 2024-2029

Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

## Toilet Care in Peru

## KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stagnant performance amid economic pressures

Growing consumer demand for larger formats

Alicorp SAA leads the category where other competitors lose share

#### PROSPECTS AND OPPORTUNITIES

Increased consumer awareness drives demand for fast-acting claims

Innovative formats represent key growth driver

Hard water poses unique challenges

#### **CATEGORY DATA**

Table 70 - Sales of Toilet Care by Category: Value 2019-2024

Table 71 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 74 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

## 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-peru/report.