



Passport

Home Insecticides in Bolivia

Euromonitor International

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This sample report is for illustration
purposes only.

Some content and data have been
changed.

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HOME INSECTICIDES IN BOLIVIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2020 IMPACT

Bolivian consumers face the Dengue epidemic alongside the COVID-19 pandemic

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Domestic players focus on distribution expansion

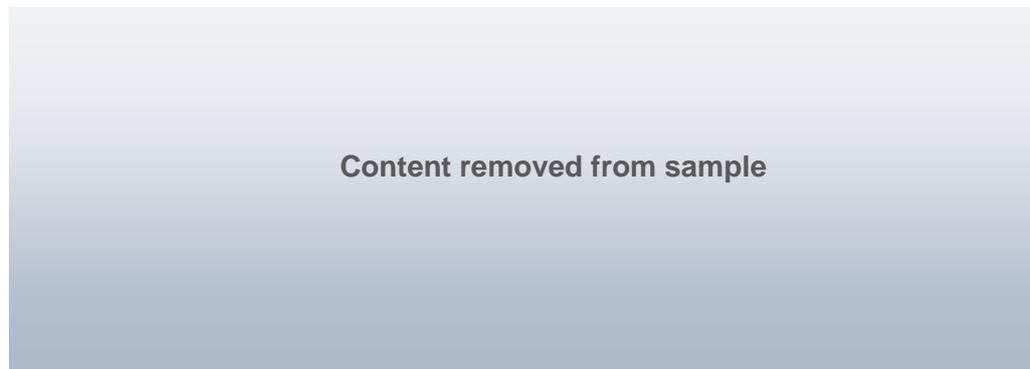
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Industrias Luri launches new brand with no fragrance

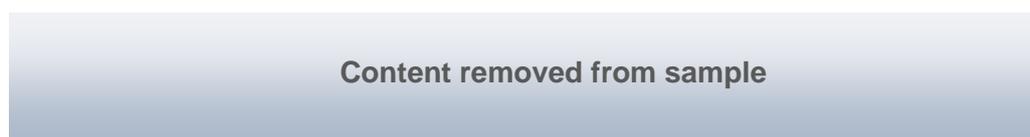
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RECOVERY AND OPPORTUNITIES

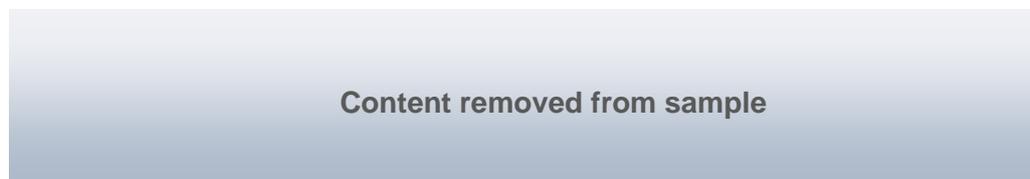
Domestic players will lead sales over the forecast period



Spray/aerosol remain the most popular format due to lower price point



As restriction ease, illicit trade re-emerges in Bolivia



CATEGORY DATA

Table 1 Sales of Home Insecticides by Category: Value 2015-2020

BOB million	2015	2016	2017	2018	2019	2020
Electric Insecticides	Data removed from sample					
Insecticide Baits						
Insecticide Coils						
Spray/Aerosol Insecticides						
Other Home Insecticides						
Home Insecticides						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Home Insecticides by Category: % Value Growth 2015-2020

% current value growth

	2019/20	2015-20 CAGR	2015/20 Total
Electric Insecticides	Data removed from sample		
Insecticide Baits			
Insecticide Coils			
Spray/Aerosol Insecticides			
Other Home Insecticides			
Home Insecticides			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 NBO Company Shares of Home Insecticides: % Value 2016-2020

% retail value rsp

Company	2016	2017	2018	2019	2020
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 LBN Brand Shares of Home Insecticides: % Value 2017-2020

% retail value rsp

Brand (GBO)	Company (NBO)	2017	2018	2019	2020
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Forecast Sales of Home Insecticides by Category: Value 2020-2025

BOB million

	2020	2021	2022	2023	2024	2025
Electric Insecticides	Data removed from sample					
Insecticide Baits						
Insecticide Coils						
Spray/Aerosol Insecticides						
Other Home Insecticides						
Home Insecticides						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 6 Forecast Sales of Home Insecticides by Category: % Value Growth 2020-2025

% constant value growth

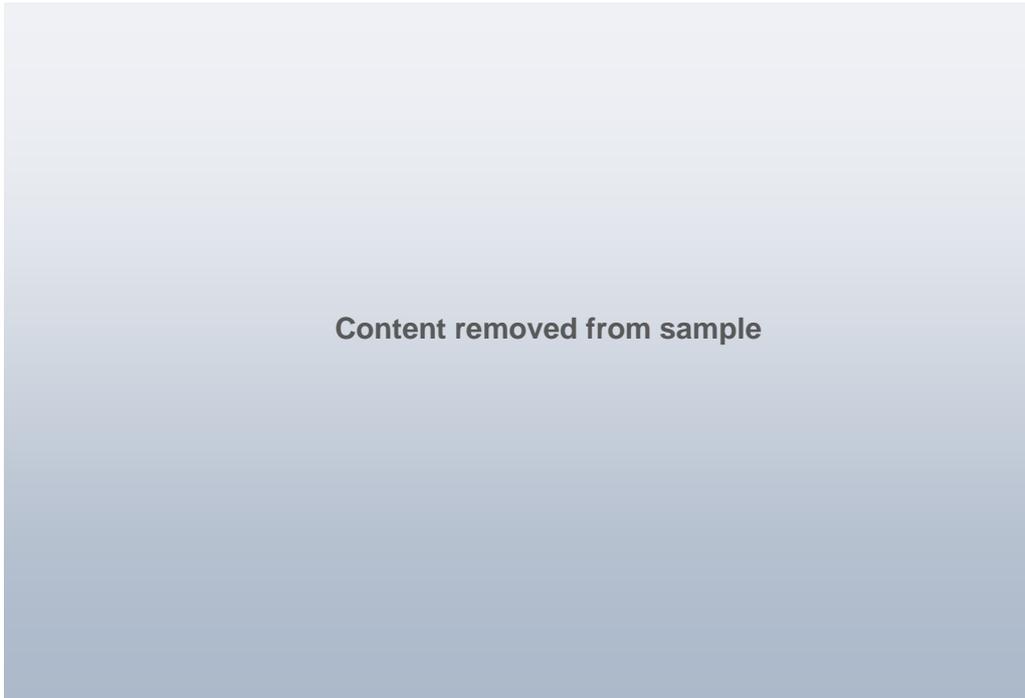
	2020/2021	2020-25 CAGR	2020/25 Total
Electric Insecticides	Data removed from sample		
Insecticide Baits			
Insecticide Coils			
Spray/Aerosol Insecticides			
Other Home Insecticides			
Home Insecticides			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

HOME CARE IN BOLIVIA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

COVID-19 impact on home care



COVID-19 country impact



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Company response

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Retailing shift

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What next for home care?

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MARKET INDICATORS

Table 7 Households 2015-2020

	2015	2016	2017	2018	2019	2020
Households ('000)	Data removed from sample					
Average number of occupants per household (Number)						

Source: Euromonitor International from official statistics

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2015-2020

BOB million	2015	2016	2017	2018	2019	2020
Air Care	Data removed from sample					
Bleach						
Dishwashing						
Home Insecticides						
Laundry Care						
Polishes						
Surface Care						
Toilet Care						
Home Care						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Sales of Home Care by Category: % Value Growth 2015-2020

% current value growth	2019/20	2015-20 CAGR	2015/20 Total
Air Care	Data removed from sample		

Bleach
 Dishwashing
 Home Insecticides
 Laundry Care
 Polishes
 Surface Care
 Toilet Care
 Home Care

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 NBO Company Shares of Home Care: % Value 2016-2020

% retail value rsp Company	2016	2017	2018	2019	2020
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 LBN Brand Shares of Home Care: % Value 2017-2020

% retail value rsp Brand (GBO)	Company (NBO)	2017	2018	2019	2020
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Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 Distribution of Home Care by Format: % Value 2015-2020

% retail value rsp	2015	2016	2017	2018	2019	2020
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
-- Other HC non-grocery retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
Non-Store Retailing						
- Direct Selling						
- Homeshopping						
- E-Commerce						
- Vending						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Distribution of Home Care by Format and Category: % Value 2020

% retail value rsp	AC	B	DW	IN	LC	PO
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						

- Other HC non-grocery retailers
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Vending
- Total

Data removed from sample

SC TC

- Store-Based Retailing
- Grocery Retailers
- Modern Grocery Retailers
- Convenience Stores
- Discounters
- Forecourt Retailers
- Hypermarkets
- Supermarkets
- Traditional Grocery Retailers
- Non-Grocery Specialists
- Health and Beauty Specialist Retailers
- Other HC non-grocery retailers
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Vending
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
 Key: AC = air care; B = bleach; DW = dishwashing; IN = home insecticides; LC = laundry care; PO = polishes; SC = surface care; TC = toilet care

Table 14 Forecast Sales of Home Care by Category: Value 2020-2025

BOB million	2020	2021	2022	2023	2024	2025
Air Care	Data removed from sample					
Bleach						
Dishwashing						
Home Insecticides						
Laundry Care						
Polishes						

Surface Care
Toilet Care
Home Care

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 15 Forecast Sales of Home Care by Category: % Value Growth 2020-2025

% constant value growth

	2020/2021	2020-25 CAGR	2020/25 Total
Air Care	Data removed from sample		
Bleach			
Dishwashing			
Home Insecticides			
Laundry Care			
Polishes			
Surface Care			
Toilet Care			
Home Care			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

GLOBAL MACROECONOMIC ENVIRONMENT

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GLOBAL INDUSTRY ENVIRONMENT

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DISCLAIMER

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SOURCES

Sources used during research include the following:

Summary 1 Research Sources

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Source: Euromonitor International

