



# Passport

## Toilet Care in Bolivia

Euromonitor International

February 2021

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Some content and data have been  
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# LIST OF CONTENTS AND TABLES

Toilet Care in Bolivia - Category Analysis.....	1
KEY DATA FINDINGS.....	1
2020 IMPACT.....	1
Current value sales decline as cash-strapped consumers favour more essential products.....	1
Bleach and powder detergent prove more popular as consumers want multi-purpose products1	
Supply chain issues as A result of travel bans and restrictions .....	1
RECOVERY AND OPPORTUNITIES .....	2
Toilet care products witnesses lower capita per consumption despite swift rebound .....	2
Domestic players benefit as international companies continue to suffer from importation	
issues.....	2
Players continue to focus on social media to advertise .....	2
CATEGORY DATA.....	2
Table 1    Sales of Toilet Care by Category: Value 2015-2020 .....	2
Table 2    Sales of Toilet Care by Category: % Value Growth 2015-2020.....	3
Table 3    NBO Company Shares of Toilet Care: % Value 2016-2020 .....	3
Table 4    LBN Brand Shares of Toilet Care: % Value 2017-2020.....	3
Table 5    Forecast Sales of Toilet Care by Category: Value 2020-2025 .....	4
Table 6    Forecast Sales of Toilet Care by Category: % Value Growth 2020-	
2025 .....	4
Home Care in Bolivia - Industry Overview .....	5
EXECUTIVE SUMMARY .....	5
COVID-19 impact on home care.....	5
COVID-19 country impact.....	5
Company response.....	6
Retailing shift .....	6
What next for home care? .....	6
MARKET INDICATORS .....	7
Table 7    Households 2015-2020 .....	7
MARKET DATA.....	7
Table 8    Sales of Home Care by Category: Value 2015-2020.....	7
Table 9    Sales of Home Care by Category: % Value Growth 2015-2020.....	7
Table 10    NBO Company Shares of Home Care: % Value 2016-2020 .....	8
Table 11    LBN Brand Shares of Home Care: % Value 2017-2020.....	8
Table 12    Distribution of Home Care by Format: % Value 2015-2020.....	10
Table 13    Distribution of Home Care by Format and Category: % Value 2020 .....	10
Table 14    Forecast Sales of Home Care by Category: Value 2020-2025.....	11
Table 15    Forecast Sales of Home Care by Category: % Value Growth 2020-	
2025 .....	12
GLOBAL MACROECONOMIC ENVIRONMENT.....	12
GLOBAL INDUSTRY ENVIRONMENT .....	12
DISCLAIMER .....	13
SOURCES.....	13
Summary 1    Research Sources.....	13

# TOILET CARE IN BOLIVIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2020 IMPACT

Current value sales decline as cash-strapped consumers favour more essential products

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Bleach and powder detergent prove more popular as consumers want multi-purpose products

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Supply chain issues as A result of travel bans and restrictions

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### RECOVERY AND OPPORTUNITIES

Toilet care products witnesses lower capita per consumption despite swift rebound

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Domestic players benefit as international companies continue to suffer from importation issues

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Players continue to focus on social media to advertise

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### CATEGORY DATA

Table 1 Sales of Toilet Care by Category: Value 2015-2020

BOB million

	2015	2016	2017	2018	2019	2020
In-Cistern Devices	Data removed from sample					
ITBs						
- Rim Blocks						
- Rim Liquids						
Toilet Care Tablets/ Powders						
Toilet Cleaning Systems						
Toilet Liquids/Foam						

Toilet Care

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

**Table 2 Sales of Toilet Care by Category: % Value Growth 2015-2020**

% current value growth

	2019/20	2015-20 CAGR	2015/20 Total
In-Cistern Devices	<b>Data removed from sample</b>		
ITBs			
- Rim Blocks			
- Rim Liquids			
Toilet Care Tablets/Powders			
Toilet Cleaning Systems			
Toilet Liquids/Foam			
Toilet Care			

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

**Table 3 NBO Company Shares of Toilet Care: % Value 2016-2020**

% retail value rsp

Company	2016	2017	2018	2019	2020
<b>Data removed from sample</b>					

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

**Table 4 LBN Brand Shares of Toilet Care: % Value 2017-2020**

% retail value rsp

Brand (GBO)	Company (NBO)	2017	2018	2019	2020
<b>Data removed from sample</b>					

**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 Toilet Care by Category: Value 2020-2025**

BOB million	2020	2021	2022	2023	2024	2025
In-Cistern Devices	<b>Data removed from sample</b>					
ITBs						
- Rim Blocks						
- Rim Liquids						
Toilet Care Tablets/ Powders						
Toilet Cleaning Systems						
Toilet Liquids/Foam						
Toilet Care						

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

**Table 6 Forecast Sales of Toilet Care by Category: % Value Growth 2020-2025**

% constant value growth	2020/2021	2020-25 CAGR	2020/25 Total
In-Cistern Devices	<b>Data removed from sample</b>		
ITBs			
- Rim Blocks			
- Rim Liquids			
Toilet Care Tablets/Powders			
Toilet Cleaning Systems			
Toilet Liquids/Foam			
Toilet Care			

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

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### COVID-19 country impact

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Company response

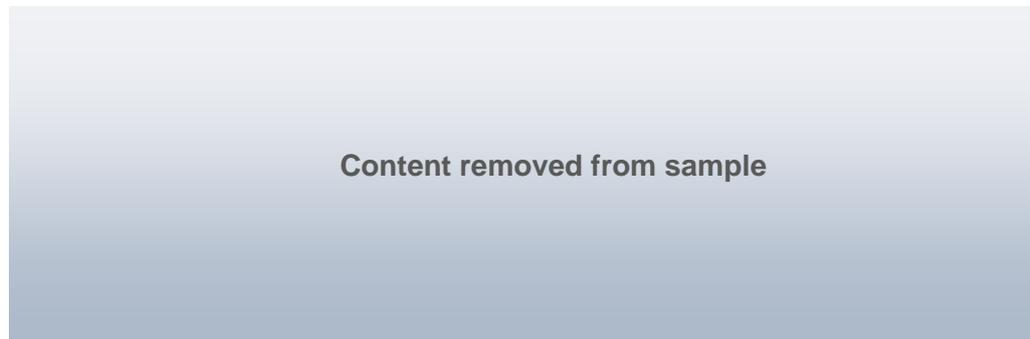
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Retailing shift

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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)	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>					
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	<b>Data removed from sample</b>		
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 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

**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

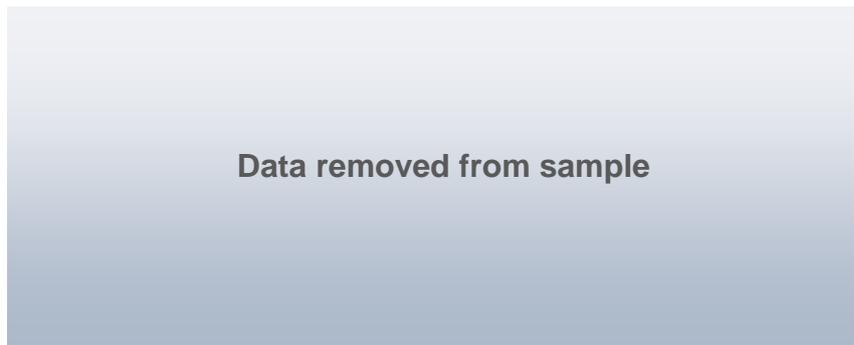
% retail value rsp	2015	2016	2017	2018	2019	2020
Store-Based Retailing	<b>Data removed from sample</b>					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional 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	<b>Data removed from sample</b>					
- 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



- 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



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  
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

**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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