Euromonitor International

Surface Care in Argentina

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Table of Contents

Surface Care in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The economic crisis leads consumers to migrate to cheaper alternatives
Value-driven choices become key, as consumers look for affordability in 2024
Strong competition in surface care while Unilever de Argentina SA retains its lead

PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners is set to perform well, offering affordable versatility
Home care disinfectants and all-purpose cleaning wipes have a positive outlook
Refills are expected to account for the bulk of sales for surface cleaners

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2019-2024
Table 2 - Sales of Surface Care by Category: % Value Growth 2019-2024
Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Surface Care: % Value 2020-2024
Table 6 - LBN Brand Shares of Surface Care: % Value 2021-2024
Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024
Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024
Table 9 - Forecast Sales of Surface Care by Category: Value 2024-2029
Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Home Care in Argentina - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 11 - Households 2019-2024

MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2019-2024
Table 13 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 14 - NBO Company Shares of Home Care: % Value 2020-2024
Table 15 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 16 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 17 - Distribution of Home Care by Format: % Value 2019-2024
Table 18 - Distribution of Home Care by Format and Category: % Value 2024
Table 19 - Forecast Sales of Home Care by Category: Value 2024-2029
Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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