



# Passport

## Air Care in Bolivia

Euromonitor International

February 2021

This sample report is for illustration  
purposes only.

Some content and data have been  
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# AIR CARE IN BOLIVIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2020 IMPACT

Spray/aerosol air fresheners leads air care to victory admits the pandemic

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Domestic players benefit as international producers encounter shortages in 2020

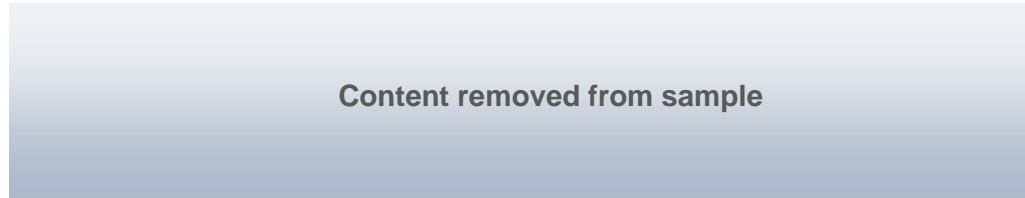
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Car air fresheners fall in demand due to travel restrictions throughout Bolivia

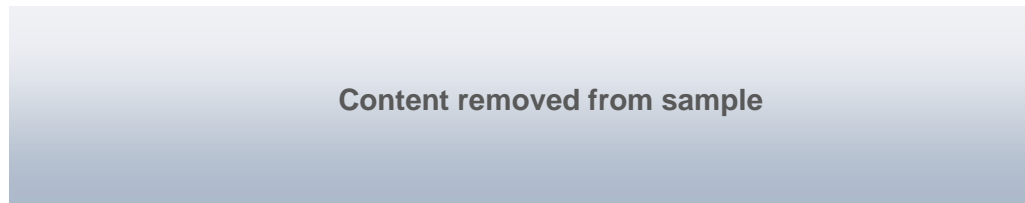
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## RECOVERY AND OPPORTUNITIES

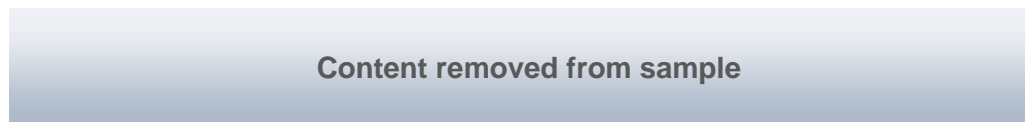
Normalisation expected at the beginning of the forecast period



Exatons of distribution and product offerings lead to strong growth over the forecast period



Retailers expected to continue expanding their shelf space for air care products



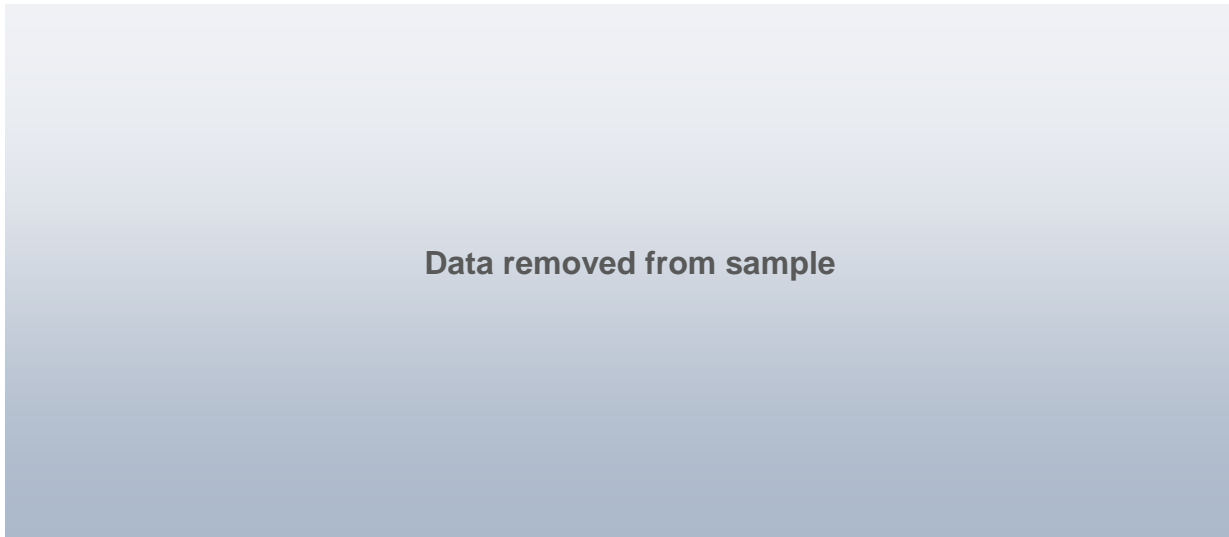
## CATEGORY DATA

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

BOB million

	2015	2016	2017	2018	2019	2020
Candle Air Fresheners	Data removed from sample					
Car Air Fresheners						
Electric Air Fresheners						
Gel Air Fresheners						
Liquid Air Fresheners						
Spray/Aerosol Air Fresheners						
Other Air Care						





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

**Table 5 Forecast Sales of Air Care by Category: Value 2020-2025**

BOB million

	2020	2021	2022	2023	2024	2025
Candle Air Fresheners	<b>Data removed from sample</b>					
Car Air Fresheners						
Electric Air Fresheners						
Gel Air Fresheners						
Liquid Air Fresheners						
Spray/Aerosol Air Fresheners						
Other Air Care						
Air Care						

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

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

% constant value growth

	2020/2021	2020-25 CAGR	2020/25 Total
Candle Air Fresheners	<b>Data removed from sample</b>		
Car Air Fresheners			
Electric Air Fresheners			
Gel Air Fresheners			
Liquid Air Fresheners			
Spray/Aerosol Air Fresheners			
Other Air Care			
Air 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

**Content removed from sample**

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

**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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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

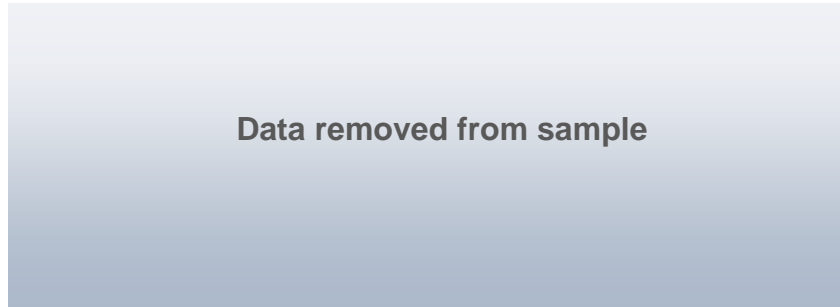
% retail value rsp	2015	2016	2017	2018	2019	2020
Store-Based Retailing	<b>Data removed from sample</b>					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional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

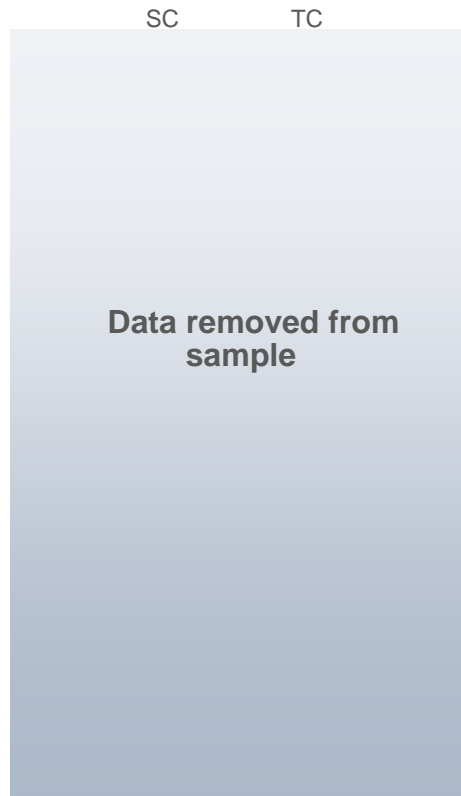
**Table 13** Distribution of Home Care by Format and Category: % Value 2020

% 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
- 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	<b>Data removed from sample</b>					
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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## SOURCES

Sources used during research include the following:

Summary 1    Research Sources

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Source: Euromonitor International



