Brazilian Consumer Laundry Study

Who is the Brazilian Consumer?

- Typical customer profile: Female, middle-aged, not affording daily help, looking to develop laundry skills.
- General laundry behavior:
  - Averaging 3-4 washes per week.
  - Handwashing 20% of loads.
  - Most laundry is done by women, but men are taking an increasing role.

Laundry Novices

- "Laundry novices" are those who are new to laundry, do less laundry, and are less likely to consider themselves experts.
- Typically younger and less experienced in laundry.

Stain Identification

- Top problems:
  - Stains: Food, Body, Outdoor, Grease, Perspiration
  - Colors:
    - Non-colored: Whites, Lights, Colors
    - colored: Blacks, Greens, Red, Blue

Washing Issues & Expectations

- Top problems:
  - Fabric/Color/White:
    - Turn Yellow, Whites, Creases, Colors Fade
  - Laundry Frequency:
    - More than 6 in 10 do laundry once a week.

Cleaning Behavior

- Hand washing: 38% of loads, more frequent for laundry novices.
- Machine washing: 51% of loads, preferred for larger loads.
- Pre-treatment: 30% of respondents.

Top Laundry-Related Problems

- "Top problem stains":
  - Food, Body, Outdoor
- "Top problem colors":
  - Non-colored: Whites, Lights, Colors
  - colored: Blacks, Greens, Red, Blue

Top Laundry-Related Expectations

- Comfort:
  - "Keeps clothes looking like new for a long time" (46%)
  - "Keeps white really white" (38%)
  - "Removes tough dirt easily" (27%)
- Performance:
  - "Powerful cleaning" (46%)
  - "Concentrated formula" (57%)
  - "Super-efficient / save water" (59%)

OPPORTUNITIES FOR INDUSTRY

- "A greater number of Brazilians would consider a laundry detergent that...
  - "Concentrated formula" (57%)
  - "Super-efficient / save water" (59%)

SOLUTIONS:

- "Together, we can inspire cleaner years."
- "FORMULAS THAT ALLOW CONSUMERS TO WASH WHITES & COLORS TOGETHER AND REDUCE TIME SPENT SEPARATING LOADS WOULD BE WELCOMED."
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