

# Dishwashing in Costa Rica

<https://marketpublishers.com/r/DD612962047EN.html>

Date: April 2020

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: DD612962047EN

## Abstracts

In 2019, value growth of dishwashing remained solid, with the category posting the same rate of growth that was seen in the previous year. While hand dishwashing continued to dominate sales due to low penetration of automatic dishwashers in the country, the penetration nevertheless continued to improve, and, indeed, it was automatic dishwashing powders that saw the highest growth over the year. Products with additional performance claims, such as hand dishwashing liquid with hand care benefits,...

Euromonitor International's Dishwashing in Costa Rica market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Product coverage:** Home Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Dishwashing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### HEADLINES

#### PROSPECTS

As penetration of automatic dishwashers slowly improves, automatic dishwashing powders sees the highest growth in 2019

Demand for dishwashing environmentally friendly products and products with added benefits results in brand extensions with added value

Larger packaging presentations and value packs of liquid and paste hand dishwashing will likely be on the horizon to satisfy diverse needs

#### COMPETITIVE LANDSCAPE

Colgate-Palmolive and Irex maintain the leading positions despite rising penetration of low-priced private label products

Brand loyalty continues to as private label and other domestic and imported products attract consumers with functional/performance claims and regular POS promotions

Multifunctional products that are environmentally friendly show greater promise

#### CATEGORY INDICATORS

Table 1 Household Possession of Dishwashers 2014-2019

#### CATEGORY DATA

Table 2 Sales of Dishwashing by Category: Value 2014-2019

Table 3 Sales of Dishwashing by Category: % Value Growth 2014-2019

Table 4 NBO Company Shares of Dishwashing: % Value 2015-2019

Table 5 LBN Brand Shares of Dishwashing: % Value 2016-2019

Table 6 Forecast Sales of Dishwashing by Category: Value 2019-2024

Table 7 Forecast Sales of Dishwashing by Category: % Value Growth 2019-2024

#### EXECUTIVE SUMMARY

Value growth of home care continues to rise in Costa Rica, as players focus on producing environmentally friendly, natural-based and other value-added products

Dedicated to producing earth-friendly products, domestic player Florex initiates a bulk buying/refill programme and introduces a line of biotech products in 2019

With the exception of the domestic player Irex de Costa Rica, multinational players and brands dominate the competitive environment

As modern grocery retailers continue to dominate the Costa Rican home care market, players focus on gaining additional shelf presence

Future focus is set to remain on producing environmentally friendly, natural-based and highly functional home care products and striving to make them more affordable

#### MARKET INDICATORS

Table 8 Households 2014-2019

#### MARKET DATA

Table 9 Sales of Home Care by Category: Value 2014-2019

Table 10 Sales of Home Care by Category: % Value Growth 2014-2019

Table 11 NBO Company Shares of Home Care: % Value 2015-2019

Table 12 LBN Brand Shares of Home Care: % Value 2016-2019

Table 13 Penetration of Private Label in Home Care by Category: % Value 2014-2019

Table 14 Distribution of Home Care by Format: % Value 2014-2019

Table 15 Distribution of Home Care by Format and Category: % Value 2019

Table 16 Forecast Sales of Home Care by Category: Value 2019-2024

Table 17 Forecast Sales of Home Care by Category: % Value Growth 2019-2024

CORONAVIRUS (COVID-19)

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Dishwashing in Costa Rica

Product link: <https://marketpublishers.com/r/DD612962047EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DD612962047EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970