

# Home Care in Colombia

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## Abstracts

In 2023, home care products registered notable price hikes, with most rising above inflation which continued to increase year on year. Consumers have felt a decrease in purchasing power since 2022, but this trend became more acute in 2023 with consumers prioritising only the most essential goods and seeking out the most affordable prices in different retail channels. In this quest for the best price, brand loyalty has weakened with consumers switching to other brands until they find one that giv...

Euromonitor International's Home Care in Colombia 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 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home Care 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

Home Care in Colombia  
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February 2024

### LIST OF CONTENTS AND TABLES

HOME CARE IN COLOMBIA  
EXECUTIVE SUMMARY  
Home care in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for home care?

#### MARKET INDICATORS

Table 1 Households 2018-2023

#### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN COLOMBIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Affordability and efficacy drive popularity of bar detergents  
Spot and stain removers face a sharp contraction

Liquid detergents enjoy growing consumer appeal

#### PROSPECTS AND OPPORTUNITIES

Rising consumer confidence in private label

Use of detergents extends outside of laundry care

Sustainability claims and the price dilemma

#### CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown  
2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

#### DISHWASHING IN COLOMBIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Hand dishwashing registers small volume recovery

Solid hand dishwashing presentations lose relevance

Automatic dishwashing is developing at a significant pace

#### PROSPECTS AND OPPORTUNITIES

Steady growth in hand dishwashing amid threats from laundry care detergents

Convenience will drive growth in automatic dishwashing

Low propensity to pay a premium for eco-friendly products

#### CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

**SURFACE CARE IN COLOMBIA**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Changing habits of consumers impacts demand

Rising competition from multi-purpose laundry detergents

Private label gains traction in kitchen cleaners

**PROSPECTS AND OPPORTUNITIES**

Further innovation expected from private label

Consumers will shop around for the best price

Gradual emergence of concentrated surface care products

**CATEGORY DATA**

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

**BLEACH IN COLOMBIA**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Solid performance for bleach despite maturity

Private label is the preferred choice of Colombians  
Brands seek to differentiate on features and fragrances

#### PROSPECTS AND OPPORTUNITIES

Weak economic prospects are likely to benefit bleach category  
Products with more gentle ingredients to gain appeal  
Challenges ahead to generate value growth in bleach

#### CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023  
Table 45 Sales of Bleach: % Value Growth 2018-2023  
Table 46 NBO Company Shares of Bleach: % Value 2019-2023  
Table 47 LBN Brand Shares of Bleach: % Value 2020-2023  
Table 48 Forecast Sales of Bleach: Value 2023-2028  
Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

#### TOILET CARE IN COLOMBIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Some toilet care products are deemed as non-essential  
Hard discounters spearhead private label development in toilet care  
Limited advertising investment seen in toilet care

#### PROSPECTS AND OPPORTUNITIES

Slower performance is expected in toilet care  
Private label to expand rapidly  
Discounters to challenge supermarkets and hypermarkets

#### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023  
Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023  
Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023  
Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023  
Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028  
Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

#### POLISHES IN COLOMBIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Shoe polish shines amid overall decline in volume sales  
Search for convenience deters demand for floor polish

Furniture polishes continue to see volume sales decline

#### PROSPECTS AND OPPORTUNITIES

Specialised products to drive shoe polish category

Innovation in furniture polish may mitigate drop in volume sales

Sales of metal polish to continue falling

#### CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023

Table 57 Sales of Polishes by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

Table 60 Forecast Sales of Polishes by Category: Value 2023-2028

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

#### AIR CARE IN COLOMBIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Price inflation curbs demand for air care

Private label strengthens its position

Aroma trends focus on enhancing the home living experience

#### PROSPECTS AND OPPORTUNITIES

Recovery is in sight for air care

SC Johnson & Sons expected to maintain leadership

Candle air care unlikely to recover

#### CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

Table 67 Forecast Sales of Air Care by Category: Value 2023-2028

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

#### HOME INSECTICIDES IN COLOMBIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Colombians prefer spray formats of home insecticides

Promotional efforts employed by leading brands

New innovative format launched by Industrias Katori SA

## PROSPECTS AND OPPORTUNITIES

El Nino trend may elevate demand for home insecticides

Challenges to the development of eco-friendly insecticides

Private label to attract consumer's attention

## CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028



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