

Home Care Packaging in Colombia

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Abstracts

Columbians heavily prioritised maintaining high levels of hygiene in their homes and surroundings during the pandemic to try and minimise the possibility of contracting the COVID-19 virus. This was reinforced by a number of international and national organisations emphasising the need for domestic hygiene, with most Colombians looking to follow this advice. As bleach acts as a cost-effective and convenient solution to cleaning domestic environments, it experienced a spike in demand in 2020, boos...

Euromonitor International's Home Care Packaging in Colombia report offers insight into key trends and developments driving packaging across the category.

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 Packaging 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.

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Growing penetration of dishwashers boosting demand for automatic dishwashing tablets

Multifunctionality still driving sales of multipurpose cleaners, shoe polish sees strong growth in 2022

PROSPECTS AND OPPORTUNITIES

Sales of large pack sizes and multipacks expected to grow in surface care

Volume sales of home insecticides are expected to grow over the forecast period

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