

Toilet Care in Colombia

Market Direction | 2023-01-25 | 16 pages | Euromonitor

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Report description:

Toilet care products saw retail volume decline in 2022, despite increasing current retail value sales. However, these increases were due to inflation and rising price points, boosting the retail value performance. Rising prices led consumers to review their spending, cutting down on non-essentials. For most households in Colombia, toilet care products are viewed as unessential, as they can easily be replaced by other products needed within the home, including bleach or multi-purpose cleaners. Th...

Euromonitor International's Toilet 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 2027 illustrate how the market is set to change.

Product coverage: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

Why buy this report?

- * Get a detailed picture of the Toilet 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.

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Table of Contents:

Toilet Care in Colombia
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List Of Contents And Tables

TOILET CARE IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price hikes lead to a drop in demand as consumers view toilet care as unessential

SC Johnson & Son Colombiana invests in innovation and advertising to remain the top player

Green products are not yet available on the toilet care landscape

PROSPECTS AND OPPORTUNITIES

Toilet care is unlikely to post positive retail volume growth over the forecast period

New players are not expected to enter the toilet care landscape

Modern retailers remain key for toilet care, appealing to wealthier consumers

CATEGORY DATA

Table 1 Sales of Toilet Care by Category: Value 2017-2022

Table 2 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 4 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 5 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 6 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

HOME CARE IN COLOMBIA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2017-2022

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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