

Dishwashing in Costa Rica

Market Direction | 2023-02-14 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In light of high inflation in 2022, consumers in Costa Rica strove to make savings when purchasing dishwashing products. Price-wars were widespread as brands vied for shoppers. Leading player Axion enjoys a good reputation for products that eliminate grease, but Costa Ricans began to base purchasing decisions on price rather than brand or image. This meant that many consumers simply bought the most favourably-priced product they could find while shopping. As such, players became more focused on...

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 2027 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Dishwashing in Costa Rica
Euromonitor International
February 2023

List Of Contents And Tables

DISHWASHING IN COSTA RICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers seek out low-cost options as brand loyalty diminishes, while automatic dishwashing sees growth curbed by low possession rates

Consumer concern for skin care prevents greater shift to low-cost options in hand dishwashing

Liquid formats gain ground among price-sensitive consumers though demand remains driven by higher earners

PROSPECTS AND OPPORTUNITIES

Hand dishwashing to drive overall growth

Scent to be seat of innovation over the forecast period, with focus on eco-friendly products set to rise

Both smaller and larger packs to gain ground as price becomes paramount

CATEGORY INDICATORS

Table 1 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 Sales of Dishwashing by Category: Value 2017-2022

Table 3 Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Dishwashing: % Value 2018-2022

Table 5 LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 6 Forecast Sales of Dishwashing by Category: Value 2022-2027

Table 7 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

HOME CARE IN COSTA RICA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 8 Households 2017-2022

MARKET DATA

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

Table 10 Sales of Home Care by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Home Care: % Value 2018-2022

Table 12 LBN Brand Shares of Home Care: % Value 2019-2022

Table 13 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 14 Distribution of Home Care by Format: % Value 2017-2022

Table 15 Distribution of Home Care by Format and Category: % Value 2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dishwashing in Costa Rica

Market Direction | 2023-02-14 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-10
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com