

## **Bleach in Colombia**

Market Direction | 2024-02-21 | 14 pages | Euromonitor

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### **Report description:**

Bleach is a very mature category in Colombia, reaching more than 95% of households. Disinfection has become less relevant in 2023, as the threat of COVID-19 subsided. However, retail volume sales of bleach are still above pre-pandemic levels as the cleanliness habit persists among some households. Moreover, there is a greater understanding of the importance of disinfection to prevent different diseases. While retail prices of bleach have climbed significantly since 2022, the low price of the pro...

Euromonitor International's Bleach 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.

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

Why buy this report?

- \* Get a detailed picture of the Bleach 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:**

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List Of Contents And Tables

**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 1 Sales of Bleach: Value 2018-2023

Table 2 Sales of Bleach: % Value Growth 2018-2023

Table 3 NBO Company Shares of Bleach: % Value 2019-2023

Table 4 LBN Brand Shares of Bleach: % Value 2020-2023

Table 5 Forecast Sales of Bleach: Value 2023-2028

Table 6 Forecast Sales of Bleach: % Value Growth 2023-2028

**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 7 Households 2018-2023

**MARKET DATA**

Table 8 Sales of Home Care by Category: Value 2018-2023

Table 9 Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home Care: % Value 2019-2023

Table 11 LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 Distribution of Home Care by Format: % Value 2018-2023

Table 14 Distribution of Home Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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**SOURCES**

Summary 1 Research Sources

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