

## **Dishwashing in Colombia**

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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### **Report description:**

Volume sales of hand dishwashing saw steady growth in 2024. The category has high penetration in Colombian households and there were no remarkable events to support a dramatic change in its trajectory. Liquid formats saw stronger growth compared to solid/cream presentations, driven mostly by the low prices of private label brands and the greater convenience of liquid formats. Nevertheless, in 2024 many households continued to suffer from lower disposable incomes, with the cost of the basic basket...

Euromonitor International's Dishwashing 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 2029 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 reliable information resources to help drive informed strategic planning.

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Solid formats remain popular due to economic pressures  
Private label now dominates sales of hand dishwashing  
Liquid formats lead sales of automatic dishwashing but tablets gaining ground

PROSPECTS AND OPPORTUNITIES

Steady demand expected for hand dishwashing boosted by innovation and new product development  
Focus on saving water and energy likely to motivate more consumers to purchase dishwashers  
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