

Home Care in Colombia

Market Direction | 2025-02-05 | 60 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

Inflation began to stabilise during 2024 and as a result prices in most categories within home care registered a more moderate increase after the price hikes seen in the previous two years. Although Colombians continue to be challenged by tight budgets and a high cost of living, basic home care products like laundry care, bleach and surface care fared well although significant growth was not achieved. Private label also played a key role in driving volume growth in these categories. Brand loyalt...

Euromonitor International's Home 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 2029 illustrate how the market is set to change.

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 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Home Care in Colombia
Euromonitor International
February 2025

List Of Contents And Tables

HOME CARE IN COLOMBIA

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2019-2024

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steadier prices observed in 2024 but performances are mixed across the different categories

Innovation is more focused on added-value features than on ingredients

Face-off between powder and liquid detergents

PROSPECTS AND OPPORTUNITIES

Low prices may not be enough to compete in laundry care

Competition likely to drive innovation

Social networks will continue playing a key role in showcasing novelties

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 18 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024

Table 19 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 20 □LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 21 □NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 22 □LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 23 □NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 25 □Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

DISHWASHING IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Innovation may be necessary if brands are to fend off the increasing competition from private label

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2019-2024

Table 29 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 30 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 31 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 32 Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

SURFACE CARE IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price competition helps fuel volume growth

Private label players continue to innovate

Green products struggle to make inroads due to high prices and limited distribution

PROSPECTS AND OPPORTUNITIES

Private label expected to play a key role in the future success of surface care

Small local grocers present a potential opportunity for commercial brands

New opportunities could stem from Colombia's growing pet population

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2019-2024

Table 35 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 38 NBO Company Shares of Surface Care: % Value 2020-2024

Table 39 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 42 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

BLEACH IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

The end of brand loyalty and the rise of private label

Gel bleach yet to make significant inroads

Players turn to new packaging to differentiate from the competition

PROSPECTS AND OPPORTUNITIES

Low prices should benefit volume growth

Discounters likely to become the dominant distribution channel for bleach

Sustainability concerns yet to have a big influence on purchasing decisions

CATEGORY DATA

Table 44 Sales of Bleach: Value 2019-2024

Table 45 Sales of Bleach: % Value Growth 2019-2024

Table 46 NBO Company Shares of Bleach: % Value 2020-2024

Table 47 LBN Brand Shares of Bleach: % Value 2021-2024

Table 48 Forecast Sales of Bleach: Value 2024-2029

Table 49 Forecast Sales of Bleach: % Value Growth 2024-2029

TOILET CARE IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet care products are not a priority for consumers

Multinational brands continue to lead but private label explodes onto the scene with affordable in-cistern devices

Social networks encouraging consumers to use homemade cleaning solutions

PROSPECTS AND OPPORTUNITIES

Private label expected to establish a stronger foothold in toilet care

Green products unlikely to emerge

Commercial brands have an opportunity relying on small local grocers

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2019-2024

Table 51 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 53 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 54 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

POLISHES IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shoe polish loses its shine as consumers explore alternative options

Industrias Bisonte continues to lead but sees growing competition from private label

Sales of metal, furniture, and floor polish all continue to decline in 2024

PROSPECTS AND OPPORTUNITIES

Sales not expected to recover with many consumers no longer seeing floor, metal and furniture polish as relevant

Changing footwear fashions could drive demand for more specialised products

Discounters could reduce their presence in polishes as sales dwindle

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2019-2024

Table 57 Sales of Polishes by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Polishes: % Value 2020-2024

Table 59 LBN Brand Shares of Polishes: % Value 2021-2024

Table 60 Forecast Sales of Polishes by Category: Value 2024-2029

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

AIR CARE IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spray/aerosol and liquid formats drive sales of air care in 2024

Private label maintains strong growth momentum but Glade maintains its leadership

Air care being positioned as a way to create a more relaxed environment in the home

PROSPECTS AND OPPORTUNITIES

Private label sales likely to continue growing

Innovation likely to focus on developing more sophisticated fragrances

Households with pets could present new growth opportunities

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2019-2024

Table 63 Sales of Air Care by Category: % Value Growth 2019-2024

Table 64 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 65 NBO Company Shares of Air Care: % Value 2020-2024

Table 66 LBN Brand Shares of Air Care: % Value 2021-2024

Table 67 Forecast Sales of Air Care by Category: Value 2024-2029

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

HOME INSECTICIDES IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Climate change benefiting demand for insecticides

SC Johnson maintains its leadership in home insecticides

Black Flag enters spray/aerosol insecticides

PROSPECTS AND OPPORTUNITIES

Steady demand expected for home insecticides

Price competition likely to intensify over the forecast

Opportunities could exist for the development of chemical-free home insecticides

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2019-2024

Table 70 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024

Table 72 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 73 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 74 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Home Care in Colombia

Market Direction | 2025-02-05 | 60 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	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		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	<input type="text" value="2025-06-26"/>
		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