

Laundry Care in Colombia

Market Direction | 2025-02-05 | 23 pages | Euromonitor

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Report description:

Laundry care products saw strong growth in retail volume terms in 2024, boosted by more stable prices. The price of laundry care increased sharply in 2022 and 2023 due to spiralling costs and high inflation, but 2024 saw greater stability with some brands even delivering price reductions. These price drops were in part due to the fierce competition from private label which continued to challenge commercial brands that have been struggling to retain the loyalty of consumers.

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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.

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LAUNDRY CARE IN COLOMBIA

KEY DATA FINDINGS

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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

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Low prices may not be enough to compete in laundry care
Competition likely to drive innovation
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