



Euromonitor
International

Dishwashing in Mexico

March 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Convenience and Performance Drive Growth, with Hand Dishwashing Remaining Dominant

Demand for Different Product Formats among Busy Urban Consumers

Chart 2 - Unilever Unveils Innovative Triple-Chamber Dishwasher Pods From Seventh Generation

Companies Align Their Products with the Health and Wellness Trend

Chart 3 - Value Sales of Dishwashing 2020-2030

Chart 4 - Volume Sales of Dishwashing 2020-2030

Chart 5 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Rising Demand for Automatic Dishwashing Anticipated to Drive Growth

Chart 6 - Analyst Insight for Dishwashing

Local Sourcing and Strategic Pricing Will Be Important in Automatic Dishwashing

Sustainability Will Shape the Future

Chart 7 - Forecast Value Sales of Dishwashing 2020-2030

Chart 8 - Forecast Value Sales of Dishwashing by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive and Procter & Gamble Together Dominate Sales

Private Label Disrupts the Competitive Landscape

Chart 9 - Costco's Launched Its Platinum Performance Ultra Shine Automatic Dishwashing Tablets

Chart 10 - Company Shares of Dishwashing 2025

Chart 11 - Brand Shares of Dishwashing 2025

CHANNELS

Hypermarkets Leads Dishwashing through a Wide Product Range

Retail E-Commerce Grows Rapidly, Driven by Convenience and Variety

Chart 12 - Retail Channels for Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Dishwashing

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Dishwashing

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Value Sales Continue to Rise, with Laundry Care Remaining Dominant

Formats Evolve to Meet Consumers' Changing Lifestyles

Chart 21 - Unilever Unveils Innovative Triple-Chamber Dishwasher Pods From Seventh Generation

Industrias Alen Drives Fragrance Innovation

Chart 22 - Industrias Alen Unveils "Pinol Love": Limited Edition Fragrance for Valentine's Day

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Sustainable and Convenient Products Expected to Drive Growth

Chart 26 - Analyst Insight for Home Care

Laundry Care to Remain the Largest Category and See Steady Growth, Although Formats Will Change

Retail E-Commerce to Reshape the Retail Landscape

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Fábrica De Jabón La Corona Leads with a Strong Brand Portfolio

Private Label Gains Traction Amid Economic Uncertainty

Chart 29 - Costco Launched Its Platinum Performance Ultra Shine Automatic Dishwashing Tablets

Walmart Drives Sustainability with Circular Economy Initiatives

Strategic Moves May Reshape the Competitive Dynamics

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Leads Sales with Proximity and Personalised Service

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-mexico/report.