



Bleach in Uruguay

April 2026

Table of Contents

[Bleach in Uruguay - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Consumers Seek Cheaper Brands with Low Chlorine Content

Chart 2 - Cheaper Imported Bleach From Brazil Gains Ground

Distribuidora Paraíso Limitada S.A. Gains Traction with Affordable Imports

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

WHAT'S NEXT?

Cheaper Alternatives and New Formats Set to Drive Growth

Traditional Liquid Bleach Will Remain Dominant

Consumer Concerns about Chemical Content in Bleach Will Continue to Drive Innovation and Competition

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Electroquímica Sa Maintains Lead Despite Rising Competition

Opportunities Remain for Emerging Players

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Bleach Sales with Affordable Pricing

Retail E-Commerce Gains Traction Slowly, Thanks to Offering Convenience and Variety

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Bleach

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Bleach

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Declining Cross-Border Smuggling Drives Growth Amid Polarised Consumption

Chart 17 - Premiumisation Gains Ground as Purchasing Power Improves

Laundry Care Drives Growth with Premium Concentrated Formats

Sustainability Shapes Consumer Preferences

Chart 18 - Brands Innovate with Sustainable and Biodegradable Formulas

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

An Increased Focus on Sustainability Is Expected over the Forecast Period

Laundry Care Remains a Key Category Due to a Decline in Cross-Border Smuggling

E-Commerce to Remain Marginal, Despite Growing Trends

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions through Strong Brand Recognition

Emerging Companies Gain Ground with Imported Brands

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Distribution Thanks to Widespread Presence

Modern Retailers Expand Private Label Options

Retail E-Commerce Remains Marginal

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Home Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

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/bleach-in-uruguay/report.