



Home Care in Costa Rica

April 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Deflationary Pressures Intensify Price Sensitivity as Private Label Gains Ground

Chart 2 - Member's Selection Private Label Detergent Offers Innovative Format

Higher-Income Segments Drive Niche Premiumisation in Air Care

Chart 3 - Fabreeze Launches Electric Scent Options

New Formats Balance Affordability and Innovation

Chart 4 - Clorox Sells a Gel Format that Foams and is Ideal for Direct Use

Chart 5 - Value Sales of Home Care 2020-2030

Chart 6 - Volume Sales of Home Care 2020-2030

Chart 7 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Sustainability Becomes Baseline Expectation Amid Continued Private Label Growth

Scent Innovation to Drive Wellness Positioning beyond Functional Cleaning

E-Commerce Expansion Set to Enable Value-Seeking and Convenience-Driven Growth

Chart 8 - Analyst Insight for Home Care

Chart 9 - Forecast Value Sales of Home Care 2020-2030

Chart 10 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Irex Strengthens Leadership through Portfolio Diversity and Social Engagement

Emerging Brands and Reckitt's Divestiture Shape Future Competition

Chart 11 - Company Shares of Home Care 2025

Chart 12 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Maintain Dominance through Variety and Promotional Activity

E-Commerce Grows Modestly as Traditional Retail Behaviours Persist

Chart 13 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Premium Positioning and Pet Ownership Drove Modest Growth Amid Deflation

Health and Wellness Drove Demand for Natural and Pet-Safe Formulations

Chart 22 - Elimina Olor Hierbabuena Biodegradable Easyroom

Mood-Boosting Ingredients Advance Holistic Wellness Positioning

Chart 23 - Glade Scented Oil Refill with Notes of Lilies and Cotton

Chart 24 - Value Sales of Air Care 2020-2030

Chart 25 - Volume Sales of Air Care 2020-2030

Chart 26 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Holistic Wellness and Natural Formulations to Drive Forecast Growth

Transparency and Chemical-Free Claims to Become Competitive Necessities

Chart 27 - Analyst Insight for Air Care

Sustainability Expectations to Reshape Product Lifecycle Strategies

Chart 28 - Forecast Value Sales of Air Care 2020-2030

Chart 29 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson Maintains Market Dominance through Glade'S Affordability and Innovation

Chart 30 - Company Shares of Air Care 2025

Chart 31 - Brand Shares of Air Care 2025

CHANNELS

Supermarkets Maintain Leadership While Warehouse Clubs Drive Growth

E-Commerce Expands Driven by Convenience Despite Limited Market Penetration

Chart 32 - Retail Channels of Air Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Air Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Air Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in Costa Rica](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Deflationary Environment Supports Affordability-Driven Growth

Refill Pouches and Gel Formats Redefine Product Delivery

Chart 41 - Clorox Gel in Costa Rica Continues to be Innovative

Chart 42 - Value Sales of Bleach 2020-2030

Chart 43 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Brand Loyalty Expected to Erode as Private Label Bleach Sheds Inferior Perception

Versatile Cleaning Solutions Set to Threaten Traditional Bleach Positioning

Packaging Innovation to Become Competitive Imperative Amid Sustainability Shift

Chart 44 - Analyst Insight for Bleach

Chart 45 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Clorox Co Maintains Lead as Irex De Costa Rica Sa Grows

Chart 46 - Company Shares of Bleach 2025

Chart 47 - Brand Shares of Bleach 2025

CHANNELS

Supermarkets Dominate as E-Commerce Gains Traction

Chart 48 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 49 - Economic Context for Bleach

Chart 50 - Real Gdp Growth 2020-2030

Chart 51 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 52 - Consumer Context for Bleach

Chart 53 - Population 2020-2030

Chart 54 - Consumer Expenditure 2020-2030

Chart 55 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Costa Rica](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 56 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Deflationary Pressures and Value-Focused Demand Drove Modest Growth

Chart 57 - Automercado's Private Label Selección Auto Introduces a Liquid Biodegradable Dishwashing Soap

Health and Wellness Drove Demand for Gentle Formulations

Chart 58 - Axion Agua de Rosas Now Available in Two Main Formats

Mood-Boosting Ingredients Capture Consumer Attention through Innovative Scents

Chart 59 - Zagaz launches Watermelon Scent Dishwash Soap

Chart 60 - Value Sales of Dishwashing 2020-2030

Chart 61 - Volume Sales of Dishwashing 2020-2030

Chart 62 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Wellness and Convenience Innovation to Drive Forecast Growth

Transparency and Sustainability Credentials to Build Consumer Trust

Chart 63 - Analyst Insight for Dishwashing

E-Commerce and Subscription Models to Reshape Distribution Strategies

Chart 64 - Forecast Value Sales of Dishwashing 2020-2030

Chart 65 - Forecast Value Sales of Dishwashing by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive and Irex Maintained Leadership through Brand Strength and Innovation

Chart 66 - Company Shares of Dishwashing 2025

Chart 67 - Brand Shares of Dishwashing 2025

CHANNELS

Supermarkets Dominate Sales with Wide Product Range and Promotions

Retail E-Commerce Gains Traction with Convenience and Promotions

Chart 68 - Retail Channels for Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 69 - Economic Context for Dishwashing

Chart 70 - Real Gdp Growth 2020-2030

Chart 71 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 72 - Consumer Context for Dishwashing

Chart 73 - Population 2020-2030

Chart 74 - Consumer Expenditure 2020-2030

Chart 75 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Costa Rica](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 76 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Disease Awareness and Multi-Benefit Demand Drive Strong Home Insecticides Growth

Chart 77 - Raid Acción Total in Costa Rica

Sustainability Demands Confront Limited Eco-Friendly Product Availability

Chart 78 - Baygon Verde Liquido Gains From Green Perception Despite Colour- Only Positioning

Chart 79 - Value Sales of Home Insecticides 2020-2030

Chart 80 - Volume Sales of Home Insecticides 2020-2030

Chart 81 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Plant-Based Formulations and Safety to Drive Forecast Growth

Price Sensitivity Set to Favour All-Pest Solutions over Specialised Products

Chart 82 - Analyst Insight for Home Insecticides

Disease Risk to Sustain Demand for Effective Mosquito Control

Chart 83 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 84 - Forecast Value Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson Maintains Dominance While Reckitt Benckiser Sustains Stable Position

Chart 85 - Company Shares of Home Insecticides 2025

Chart 86 - Brand Shares of Home Insecticides 2025

CHANNELS

Supermarkets Lead Distribution Channels with Wide Product Assortment

E-Commerce Remains Minimal Despite Growing Convenience Demand

Chart 87 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 88 - Economic Context for Home Insecticides

Chart 89 - Real Gdp Growth 2020-2030

Chart 90 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 91 - Consumer Context for Home Insecticides

Chart 92 - Population 2020-2030

Chart 93 - Consumer Expenditure 2020-2030

Chart 94 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Costa Rica](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 95 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Evolving Product Formats Capture Consumer Attention

Chart 96 - Kleantab Introduces Tablet Formats

Sustainability Drives Eco-Friendly Product Launches

Chart 97 - Local Brand Florex Launches Biodegradable Liquid Detergent

Health and Wellness Awareness Drives Demand for Hypoallergenic Products

Chart 98 - Irex Launches Hypoallergenic Detergent in a Liquid Presentation

Chart 99 - Value Sales of Laundry Care 2020-2030

Chart 100 - Volume Sales of Laundry Care 2020-2030

Chart 101 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Price Consciousness to Drive Private-Label and Low-Cost Brand Growth

Chart 102 - Analyst Insight for Laundry Care

Sustainability Practices to Improve without Passing Costs to Consumers
Health and Wellness Focus to Intensify for Families with Pets and Children

Chart 103 - Forecast Value Sales of Laundry Care 2020-2030

Chart 104 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Irex Maintain Lead through Broad Recognition and Distribution

Chart 105 - Company Shares of Laundry Care 2025

Chart 106 - Brand Shares of Laundry Care 2025

CHANNELS

Supermarkets Retain Largest Share Despite Warehouse Clubs' Growth

E-Commerce Expands, Driven by Convenience and Digital Platforms

Chart 107 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 108 - Analyst Insight for Laundry Care

Chart 109 - Real Gdp Growth 2020-2030

Chart 110 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 111 - Economic Context for Laundry Care

Chart 112 - Population 2020-2030

Chart 113 - Consumer Expenditure 2020-2030

Chart 114 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Costa Rica](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 115 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Higher-Income Consumers Sustain Modest Growth Amid Deflationary Pressures

Multifunctionality Drives Preference for Consolidated Solutions

Chart 116 - Pledge Special Wood Care with Orange Scent

Chart 117 - Value Sales of Polishes 2020-2030

Chart 118 - Volume Sales of Polishes 2020-2030

Chart 119 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Higher-Income Consumers and Premium Niche to Drive Modest Growth

E-Commerce Expansion to Enable Specialised Product Discovery

Eco-Consciousness Expected to Gain Traction Despite Current Market Gaps

Chart 120 - Forecast Value Sales of Polishes 2020-2030

Chart 121 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson Maintains Lead as Reckitt Benckiser Gains Share

Chart 122 - Company Shares of Polishes 2025

Chart 123 - Brand Shares of Polishes 2025

CHANNELS

Supermarkets Remain Dominant While E-Commerce Grows Steadily

Chart 124 - Retail Channels for Polishes 2020-2025

ECONOMIC CONTEXT

Chart 125 - Economic Context for Polishes

Chart 126 - Real Gdp Growth 2020-2030

Chart 127 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 128 - Consumer Context for Polishes

Chart 129 - Population 2020-2030

Chart 130 - Consumer Expenditure 2020-2030

Chart 131 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Costa Rica](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 132 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Consumer Demand for Value and Convenience Drove Solid Growth

Chart 133 - Lysol Introduced Lysol on the Go

Private Label Gained Ground through Value Proposition and Improved Perception

Chart 134 - Member's Selection introduces 2 bottles of Bundled 5 liter Detergent

Sustainability Shaped Product Development Despite Limited Premium Willingness

Chart 135 - Liquid Disinfectant Blue Biodegradable Ecobreeze

Chart 136 - Value Sales of Surface Care 2020-2030

Chart 137 - Volume Sales of Surface Care 2020-2030

Chart 138 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Sustainability and Health-Focused Innovation to Drive Forecast Growth

Health-Conscious Consumers to Fuel Innovative Format Development

Private Label Expansion to Intensify Competitive Pressure on Established Brands

Chart 139 - Analyst Insight for Surface Care

Chart 140 - Forecast Value Sales of Surface Care 2020-2030

Chart 141 - Forecast Value Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Maintains Leadership in Surface Care

Chart 142 - Company Shares of Surface Care 2025

Chart 143 - Brand Shares of Surface Care 2025

CHANNELS

Supermarkets Drive Sales with Convenience and Brand Variety

Online Retailers Expand Offerings to Capture Growing Demand

Chart 144 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 145 - Economic Context for Surface Care

Chart 146 - Real Gdp Growth 2020-2030

Chart 147 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 148 - Consumer Context for Surface Care

Chart 149 - Population 2020-2030

Chart 150 - Consumer Expenditure 2020-2030

Chart 151 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Costa Rica](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 152 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Disinfecting Demand and Convenience-Focused Formats Drove Modest Growth

Chart 153 - Harpic Power Ultra Todo en 1

Sustainability Shapes Product Development through Biodegradable Formulations

Chart 154 - ECOS Plant Powered Toilet Bowl Cleaner

Chart 155 - Value Sales of Toilet Care 2020-2030

Chart 156 - Volume Sales of Toilet Care 2020-2030

Chart 157 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Sustainability and Convenience Innovation to Drive Forecast Growth

Technology Adoption to Expand among Higher-Income Consumers

Low-Cost Solutions and Private Label to Intensify Value Competition

Chart 158 - Analyst Insight for Toilet Care

Chart 159 - Forecast Value Sales of Toilet Care 2020-2030

Chart 160 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Maintains Leadership in Toilet Care

Chart 161 - Company Shares of Toilet Care 2025

Chart 162 - Brand Shares of Toilet Care 2025

CHANNELS

Supermarkets Dominate Sales with Wide Product Variety and Promotions

Retail E-Commerce Experiences Minimal Growth Driven by Convenience and Younger Consumers

Chart 163 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 164 - Economic Context for Toilet Care

Chart 165 - Real Gdp Growth 2020-2030

Chart 166 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 167 - Consumer Context for Toilet Care

Chart 168 - Population 2020-2030

Chart 169 - Consumer Expenditure 2020-2030

Chart 170 - 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/home-care-in-costa-rica/report.