



Home Care in Ecuador

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

Flat Market Performance Masks Underlying Shifts in Consumer Behaviour

Chart 2 - Tiendas Tuti Expands Private Label Portfolio with Diamant'S Entry into Toilet Care

Calbaq Sa Drives Mood-Boosting Trend with Tip'S Citronela Launch

Chart 3 - Calbaq Sa Launches Tip'S Citronela with Essential Oils for Relaxation

Premiumisation Gains Traction with Sensorial Innovation

Chart 4 - Kalipto Launches Deluxe Vanilla Surface Cleaner with Premium Fragrance

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?

Resilience and Transformation: Future Growth Potential for Home Care in Ecuador

Sustainability and Innovation to Shape Product Development

Chart 8 - Analyst Insight for Home Care

The Strategic Ascent of Private Label within the Modern Retail Landscape

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

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

COMPETITIVE LANDSCAPE

Unilever and La Fabril Lead with Strong Brand Portfolios

Strategic Acquisitions Reshape Market Dynamics

Chart 11 - Company Shares of Home Care 2025

Chart 12 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Lead Home Care Sales through Convenience

Discounters Drive Growth with Affordable Private Label Products

Retail E-Commerce Remains a Small but Growing Channel

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

[Air Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Affordable Private Label Options Fuel Category Expansion

Chart 22 - La Original Strengthens Position as Private Label Air Care Option

Limited-Edition Trends and Aesthetic Value Drive Premiumisation in Air Care

Chart 23 - Glade Launches Limited-Edition Watermelon Line

Mood-Boosting Fragrances Gain Popularity

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?

Regulatory Compliance and Sensorial Marketing Trends to Drive Market Evolution

Private Label to Gain Further Ground through Affordability and Retail Expansion

Chart 27 - Analyst Insight for Toilet Care

Scent Sophistication and Seasonal Marketing Trends

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

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

COMPETITIVE LANDSCAPE

Johnson Wax Dominates with Premiumisation Strategy

Chart 30 - Company Shares of Air Care 2025

Chart 31 - Brand Shares of Air Care 2025

CHANNELS

Supermarkets Drive Sales with Broad Product Assortments

Retail E-Commerce Remains Limited in Air Care

Chart 32 - Retail Channels for 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 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

Chart 39 - Consumer Context for Air Care

COUNTRY REPORTS DISCLAIMER

[Bleach in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Bleach Continues to Struggle Due to Competition From Other Home Care Options

Tiendas Tuti Drives Gel Bleach Adoption through Expansion

Chart 41 - Tiendas Tuti Boosts Gel Bleach Accessibility Through Rapid Store Expansion

Chart 42 - Value Sales of Bleach 2020-2030

Chart 43 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Consumers Drive Ongoing Shift Away From Bleach with Alternative Products

Gel Bleach Gains Traction as Differentiator for Branded Players

Chart 44 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Clorox Maintains Lead as Private Label Gains Traction

Chart 45 - Company Shares of Bleach 2025

Chart 46 - Brand Shares of Bleach 2025

CHANNELS

Small Local Grocers Dominate Bleach Sales with Wide Coverage

Discounters Emerge as Fastest-Growing Channel for Bleach

Retail E-Commerce Remains Negligible in Bleach Sales

Chart 47 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 48 - Economic Context for Bleach

Chart 49 - Real GDP Growth 2020-2030

Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - Population by Generation 2025

Chart 54 - Consumer Context for Bleach

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Players Aim to Drive Value Growth with Fragrance-Led Innovation

Chart 56 - Jabonería Wilson SA Launches Lava Granada with Energising Fragrance

Private Label Growth through Channel Expansion

Chart 57 - Tiendas Tuti Drives Private Label Growth in Dishwashing with Diamant

Health and Wellness Claims Drive Differentiation and Growth

Chart 58 - Value Sales of Dishwashing 2020-2030

Chart 59 - Volume Sales of Dishwashing 2020-2030

Chart 60 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Dishwashing Growth Will Be Driven by Manual Resilience and Automatic Innovation

Demand for Affordability Will Continue to Support Private Label Development

Chart 61 - Analyst Insight for Dishwashing

Wellness Trends to Influence Skin Care Innovation as Part of Differentiation Strategy

Chart 62 - Forecast Value Sales of Dishwashing 2020-2030

Chart 63 - Forecast Value Sales of Dishwashing by Category 2025-2030

COMPETITIVE LANDSCAPE

Jabonería Wilson Retains Dominance of Consolidated Landscape

Merger Set to Reshape Competitive Dynamics

Chart 64 - Company Shares of Dishwashing 2025

Chart 65 - Brand Shares of Dishwashing 2025

CHANNELS

Small Local Grocers Lead While Discounters Drive Growth

Retail E-Commerce Remains Limited in Ecuador

Chart 66 - Retail Channels for Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 67 - Economic Context for Dishwashing

Chart 68 - Real GDP Growth 2020-2030

Chart 69 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 70 - Population 2020-2030

Chart 71 - Consumer Expenditure 2020-2030

Chart 72 - Population by Generation 2025

Chart 73 - Consumer Context for Dishwashing

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 74 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Traditional Trade and the Rise of Affordable Coils Drive Strong Performance

Urbanisation and Climatic Factors Drive Demand for Effective Solutions

Private Label Disruption Due to Discounter Expansion

Chart 75 - Tiendas Tuti Expands N-Insetti Range Amid Rapid Store Growth

Chart 76 - Value Sales of Home Insecticides 2020-2030

Chart 77 - Volume Sales of Home Insecticides 2020-2030

Chart 78 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Persistent Demand Amid Urban Growth Trends

Efficacy Will Remain a Primary Focus for Many Consumers of Home Insecticides

Chart 79 - Analyst Insight for Toilet Care

Sustainability and Health-Conscious Innovation

Chart 80 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 81 - Forecast Value Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Agripac Sa Maintains Lead through Strong Brand Presence

Emerging Players Drive Growth with Affordable Options

Chart 82 - Company Shares of Home Insecticides 2025

Chart 83 - Brand Shares of Home Insecticides 2025

CHANNELS

Supermarkets Lead, Discounters Grow Rapidly with Affordable Offers

Chart 84 - Retail Channels for Home Insecticides 2020-2025

ECONOMIC CONTEXT

Chart 85 - Economic Context for Home Insecticides

Chart 86 - Real GDP Growth 2020-2030

Chart 87 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 88 - Consumer Context for Home Insecticides

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 92 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Economic Constraints Pressure Laundry Care's Performance

Leading Brands Target Higher-Value Products Offering Specific Benefits

Chart 93 - La Fabril Extends Iconic Ciclón Brand with New Stain-Removing Detergent

Private Label Disruption Shapes Market Dynamics

Chart 94 - Tiendas Tuti Expands Private Label Torbellino across Ecuador

Chart 95 - Value Sales of Laundry Care 2020-2030

Chart 96 - Volume Sales of Laundry Care 2020-2030

Chart 97 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Economic Resilience and Format Diversification to Influence Future Performance

Convenience and Niche Performance Trends to Drive Value Sales

Chart 98 - Analyst Insight for Laundry Care

Discounter Expansion and Price Competition to Shape Retail Strategies

Chart 99 - Forecast Value Sales of Laundry Care 2020-2030

Chart 100 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and La Fabril Drive Market Dynamics

Strategic Move Could Reshape Competitive Landscape

Chart 101 - Brand Shares of Laundry Care 2025

CHANNELS

Small Local Grocers Dominates Distribution, While Discounters Drives Growth

Retail E-Commerce Remains Niche in Laundry Care

Chart 102 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 103 - Economic Context for Laundry Care

Chart 104 - Real GDP Growth 2020-2030

Chart 105 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 106 - Consumer Context for Laundry Care

Chart 107 - Population 2020-2030

Chart 108 - Consumer Expenditure 2020-2030

Chart 109 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 110 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Stable Performance for Polishes with Limited Innovation

Multifunctionality Drives Product Development and Communication

Chart 111 - Estrella Strengthens Multi-Surface Positioning with New Brand Communication

Chart 112 - Value Sales of Polishes 2020-2030

Chart 113 - Volume Sales of Polishes 2020-2030

Chart 114 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Rethinking Strategies to Revitalise Interest in Footwear Care

Leveraging Social Media and Multifunctionality to Drive Growth

Chart 115 - Forecast Value Sales of Polishes 2020-2030

Chart 116 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Gains Further Share in Fragmented Landscape with Affordable Pricing Strategy

Chart 117 - Company Shares of Polishes 2025

Chart 118 - Brand Shares of Polishes 2025

CHANNELS

Supermarkets Dominate Sales with Wide Product Assortment

Discounters Expand Rapidly with Aggressive Store Openings

E-Commerce Remains Niche Due to Consumer Shopping Habits

Chart 119 - Retail Channels for Polishes 2020-2025

ECONOMIC CONTEXT

Chart 120 - Economic Context for Polishes

Chart 121 - Real GDP Growth 2020-2030

Chart 122 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 123 - Population 2020-2030

Chart 124 - Consumer Expenditure 2020-2030

Chart 125 - Population by Generation 2025

Chart 126 - Consumer Context for Polishes

COUNTRY REPORTS DISCLAIMER

[Surface Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 127 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Discounter Growth and Specialised Cleaning Trends in Surface Care

Chart 128 - Tiendas Tuti Expands Private Label Diamant Across Surface Care

Premium and Wellness Trends Increasingly Influence Surface Care

Chart 129 - Kalipto Launches Deluxe Vanilla Surface Cleaner with Premium Fragrance

Mood-Boosting Ingredients Increasingly Integrated into Cleaning Routines

Chart 130 - Calbaq Sa Launches Tip'S Citronela with Essential Oils for Relaxation

Chart 131 - Value Sales of Surface Care 2020-2030

Chart 132 - Volume Sales of Surface Care 2020-2030

Chart 133 - Value Sales of Surface Care 2020 by Category 2025

WHAT'S NEXT?

Private Label Expansion and Value-Driven Specialist Trends to Support Surface Care Sales

Premiumisation and Wellness to Drive Value Growth

Chart 134 - Analyst Insight for Surface Care

Specialised Cleaning Solutions to Gain Popularity

Chart 135 - Forecast Value Sales of Surface Care 2020-2030

Chart 136 - Forecast Value Sales of Surface Care 2020 by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive Maintains Lead through Premiumisation

Chart 137 - Company Shares of Surface Care 2020-2025

Chart 138 - Brand Shares of Surface Care 2020-2025

CHANNELS

Supermarkets Dominate Sales with Broad Product Availability
Discounters Experience Rapid Growth with Private Label Expansion
Online Distribution of Surface Care Remains Limited
Chart 139 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 140 - Economic Context for Surface Care
Chart 141 - Real GDP Growth 2020-2030
Chart 142 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 143 - Consumer Context for Surface Care
Chart 144 - Population 2020-2030
Chart 145 - Consumer Expenditure 2020-2030
Chart 146 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Ecuador](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 147 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Volume Dominance and Value-Driven Convenience Shape Toilet Care
Discounter Expansion and Private Label Disruption
Chart 148 - Diamant Tablets Combine Hygiene and Affordability
Premium Products Maintain Consumer Interest
Chart 149 - Value Sales of Toilet Care 2020-2030
Chart 150 - Volume Sales of Toilet Care 2020-2030
Chart 151 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Automated Hygiene and Urban Demand to Drive Future Growth
Strategic Premiumisation and Sustainable Formats
Chart 152 - Analyst Insight for Toilet Care
Seasonal Activations and Themed Innovation to Help Create Value within Toilet Care
Chart 153 - Forecast Value Sales of Toilet Care 2020-2030
Chart 154 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Calbaq Sa Maintains Lead through Affordable and Effective Products
Chart 155 - Company Shares of Toilet Care 2025
Chart 156 - Brand Shares of Toilet Care 2025

CHANNELS

Supermarkets Dominate Sales with Broad Product Assortment

E-Commerce Remains Niche Due to Consumer Preferences

Chart 157 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 158 - Real GDP Growth 2020-2030

Chart 159 - Inflation 2020-2030

Chart 160 - Economic Context for Toilet Care

CONSUMER CONTEXT

Chart 161 - Population 2020-2030

Chart 162 - Consumer Expenditure 2020-2030

Chart 163 - Population by Generation 2025

Chart 164 - Consumer Context for Toilet Care

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-ecuador/report.