



Home Care in Colombia

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Stable Prices and Private Label Drive Home Care Growth

Laundry Care Dominates , While Air Care Rises Fastest

Chart 2 - Industrias Bisonte Launches Cleaning Kit for Casual Footwear

Health and Wellness Trends Drive Innovation in Development

Chart 3 - Collagen as a new Ingredient in the Deluxe Lozacrem Line

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Expansion To Shape Competition and Innovation

Laundry Care Will Maintain Dominance through a Focus On Specialised Products

Consumers Anticipated to Remain Price Sensitive to Sustainability Initiatives

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Share Amid Private Label Rise

Option Exemplifies Product Innovation, Increasing Competition

Chart 9 - Analyst Insight for Home Care

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Discounters Leads Retail Value Sales through Promotional Activity on Social Media

E-Commerce Gains Traction with Convenience and Promotions

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Home Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Home Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Rapid Expansion of Private Label Boosts Air Care Performance

Chart 21 - Glade Launches Gel Format with TrueScent Technology

Spray/Aerosol Air Fresheners Drives Sales with Features to Promote Wellbeing

Chart 22 - Glade Introduces the Mood Collection

Health and Wellness Trends Lead to Innovation in Mood-Boosting Ingredients

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Pet-Friendly Products Anticipated to Drive Innovation in Air Care

Wellness Trends Shape Future Product Development

Shifting Consumer Priorities to Prompt Rise of Purpose-Driven Fragrances

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Colombiana Maintains Lead with Diverse Product Offerings

Chart 28 - Analyst Insight for Air Care

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Offline Sales

Retail E-Commerce Gains Traction with Exclusive Online Deals

Discounters and Private Label Products on the Rise

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Air Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Air Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Discounters Boost Bleach Sales with Affordable Gel Formats

Chart 40 - Gel Formats Gain Traction With New Brands Like Bondi Emerging

Liquid Bleach Remains Dominant Despite Gel-Format Growth

Chart 41 - Value Sales 2020-2030

Chart 42 - Volume Sales 2020-2030

WHAT'S NEXT?

Bleach Holds Potential for Premiumisation

Discounters to Remain the Largest Distribution Channel

Sustainability Concerns Influence Packaging Innovations

Chart 43 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Clorox De Colombia and Brinsa Lead, While Private Label Maintains Rapid Growth

Chart 44 - Analyst Insight for Bleach

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Discounters as Leading Distribution Channel Sees Further Strong Growth

Retail E-Commerce Remains Niche with Limited Growth Potential

Chart 47 - Retail Channels 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 - Consumer Context for Bleach

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Significant Private Label Growth Highlights Shift in Consumer Behaviour

Evolving Product Formats Sold through Discounters Drive Category Growth

Chart 56 - Collagen as a New Ingredient in the Deluxe Loza Crem Line

Rising Demand for Natural Products Drives Innovation in Dishwashing

Chart 57 - Value Sales 2020-2030

Chart 58 - Volume Sales 2020-2030

Chart 59 - Value Sales by Category 2025

WHAT'S NEXT?

Convenience Set to Drive Dishwashing Growth, While Consumer Demand for Sustainability Remains Insignificant

Automatic Dishwashing Will Continue to See Fastest Expansion

Commercial Brands Utilise Opportunities Presented by Small Local Grocers

Chart 60 - Forecast Value Sales 2020-2030

Chart 61 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Gains Traction, While Innovation Shapes Market Dynamics

Chart 62 - Analyst Insight for Dishwashing

Chart 63 - Company Shares 2025

Chart 64 - Brand Shares 2025

CHANNELS

Discounters Leads Dishwashing Sales with Expanding Network

Retail E-Commerce Grows Steadily Despite Small Market Share

Chart 65 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 66 - Economic Context for Dishwashing

Chart 67 - Real Gdp Growth 2020-2030

Chart 68 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 69 - Consumer Context for Dishwashing

Chart 70 - Population 2020-2030

Chart 71 - Consumer Expenditure 2020-2030

Chart 72 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 73 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Moderate Growth Continues Despite Weather Relief

Chart 74 - Extermin Zoom: Reaching Small Spaces

Urbanisation Fuels Growth in Spray/Aerosol Insecticides and Insecticide Coils

Mcm Company Drives Multifunctionality Trend with Extermin Zoom

Chart 75 - Value Sales 2020-2030

Chart 76 - Volume Sales 2020-2030

Chart 77 - Value Sales by Category 2025

WHAT'S NEXT?

Increasing Pet Ownership Set to Drive Innovation in Spray/Aerosol Insecticides
Private Label Expected to Continue Gaining Ground as Consumers Continue to Seek Value
Persisting Barriers to Eco-Friendly Insecticides
Chart 78 - Forecast Value Sales 2020-2030
Chart 79 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Colombiana Maintains Leadership with Strong Brand Portfolio
Private Label and Innovation Shape Competitive Dynamics
Chart 80 - Company Shares 2025
Chart 81 - Brand Shares 2025

CHANNELS

Supermarkets and Small Local Grocers Drive Offline Sales
Retail E-Commerce Gains Traction through Convenience and Promotions
Chart 82 - Analyst Insight for Home Insecticides
Chart 83 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 84 - Economic Context for Home Insecticides
Chart 85 - Real Gdp Growth 2020-2030
Chart 86 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 87 - Consumer Context for Home Insecticides
Chart 88 - Population 2020-2030
Chart 89 - Consumer Expenditure 2020-2030
Chart 90 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 91 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Private Label Gains Traction through Competitive Pricing
Laundry Detergents Leads Sales, Driven by Multifunctional Products
Chart 92 - Reckitt Benckiser Launches Woolite with Keratin
Influencers and Social Media Boost Brand Visibility and Engagement
Chart 93 - Value Sales 2020-2030
Chart 94 - Volume Sales 2020-2030
Chart 95 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Set to Drive Competitive Pricing and Innovation
Laundry Detergents Will Remain Largest Category, Driven by Liquid Detergent Growth
Consumers Remain Price Sensitive Regarding Eco-Friendly Laundry Care
Chart 96 - Forecast Value Sales 2020-2030

Chart 97 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label and Detergentes Continue to Lead in Laundry Care

Emerging Player, Option, Drives Innovation

Chart 98 - Analyst Insight for Laundry Care

Chart 99 - Company Shares 2025

Chart 100 - Brand Shares 2025

CHANNELS

Discounters Leads Laundry Care Distribution in Colombia

E-Commerce Gains Traction with Convenience and Promotions

Chart 101 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 102 - Economic Context for Laundry Care

Chart 103 - Real Gdp Growth 2020-2030

Chart 104 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 105 - Consumer Context for Laundry Care

Chart 106 - Population 2020-2030

Chart 107 - Consumer Expenditure 2020-2030

Chart 108 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 109 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Shoe Polish Drives Recovery with Innovative Products

Chart 110 - Industrias Bisonte Launches Cleaning Kit for Casual Footwear

Furniture, Floor, and Metal Polishes Continue to Decline

Chart 111 - Value Sales 2020-2030

Chart 112 - Volume Sales 2020-2030

Chart 113 - Value Sales by Category 2025

WHAT'S NEXT?

Shoe Polish to Impact Overall Category Progress

Furniture Polish Set to See Improved Performance Towards End of Forecast Period

Opportunity for Brands to Invest in Digital Platforms

Chart 114 - Forecast Value Sales 2020-2030

Chart 115 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Industrias Bisonte?Strengthens Lead with Innovative Shoe Care

Chart 116 - Company Shares 2025

Chart 117 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Polishes Sales with Strong Presence

Retail E-Commerce Slowly Gains Traction through Convenience and Online Deals

Chart 118 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 119 - Economic Context for Polishes

Chart 120 - Real Gdp Growth 2020-2030

Chart 121 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 122 - Consumer Context for Polishes

Chart 123 - Population 2020-2030

Chart 124 - Consumer Expenditure 2020-2030

Chart 125 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 126 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Demand for Sustainability Boosts Surface Care Sales

Chart 127 - SC Johnson Launches Cleaner Suitable for 101 Surfaces

Multi-Purpose Cleaners Dominates Sales, Driven by Premiumisation

Evolving Product Formats Drive Innovation and Growth

Chart 128 - Value Sales 2020-2030

Chart 129 - Volume Sales 2020-2030

Chart 130 - Value Sales by Category 2025

WHAT'S NEXT?

Concentrated Cleaning Products Anticipated to Gain Traction

Increasing Pet Ownership in Colombia Will Drive Premiumisation and Sales of Multi-Purpose Cleaners

Wellness-Oriented Products to Shape Progress

Chart 131 - Forecast Value Sales 2020-2030

Chart 132 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Products Drive Market Share with Affordability and Innovation

Chart 133 - Analyst Insight for Surface Care

Chart 134 - Company Shares 2025

Chart 135 - Brand Shares 2025

CHANNELS

Discounters Leads Surface Care Sales through Expansion and Innovation

Retail E-Commerce Emerges as Channel with Growing Potential

Chart 136 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 137 - Economic Context for Surface Care

Chart 138 - Real Gdp Growth 2020-2030

Chart 139 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 140 - Consumer Context for Surface Care

Chart 141 - Population 2020-2030

Chart 142 - Consumer Expenditure 2020-2030

Chart 143 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 144 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Moderate Growth in Colombian Toilet Care Led by Private Label In-Cistern Devices

In-Cistern Devices Dominates Sales, Boosted by Private Label Products Sold through Discounters

Chart 145 - Task Launches Bi-Colour Biodegradable In- Cistern Devices

Sustainability Drives Toilet Care Dynamics

Chart 146 - Value Sales 2020-2030

Chart 147 - Volume Sales 2020-2030

Chart 148 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label In-Cistern Devices to Lead Growth in Toilet Care

Toilet Care Will Remain Polarised between Premium and Cost-Effective Products

Opportunities Set to Arise through Small Local Grocers

Chart 149 - Analyst Insight for Toilet Care

Chart 150 - Forecast Value Sales 2020-2030

Chart 151 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Colombiana Maintains Lead, While Private Label Gains Traction

Chart 152 - Company Shares 2025

Chart 153 - Brand Shares 2025

CHANNELS

Discounters Leads Toilet Care Sales in 2025

Retail E-Commerce Gains Traction with Exclusive Online Deals

Chart 154 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 155 - Economic Context for Toilet Care

Chart 156 - Real Gdp Growth 2020-2030

Chart 157 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 158 - Consumer Context for Toilet Care

Chart 159 - Population 2020-2030

Chart 160 - Consumer Expenditure 2020-2030

Chart 161 - 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-colombia/report.