



Euromonitor
International

Polishes in Peru

April 2026

Table of Contents

[Polishes in Peru - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Price-Sensitivity Reduces Consumer Spending on Non-Essential Items

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Price-Sensitivity Reduces Consumer Spending on Non-Essential Items

Floor Polish Remains the Largest Category as Demand for Floor Care Continues

Chart 2 - Cif Pisos Gains Ground in Surface Cleaners, Winning Share From Traditional Polishes

The Multifunctionality Trend Redefines Product Demand in Home Care

Chart 3 - Value Sales of Polishes 2020-2030

Chart 4 - Volume Sales of Polishes 2020-2030

Chart 5 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Cautious Spending and Channel Shifts Are Set to Influence Sales of Polishes

Liquid Formats and Multifunctionality Are Expected to Shape Product Offerings

Value-Added Promotions Will Be Key Differentiators across the Forecast Period

Chart 6 - Forecast Value Sales of Polishes 2020-2030

Chart 7 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Their Positions through Strong Brand Equity

Brands Consolidate Positions as Multifunctionality Shapes Peru's Polishes Market

Chart 8 - Company Shares of Polishes 2025

Chart 9 - Brand Shares of Polishes 2025

CHANNELS

Discounters Expand Rapidly as Small Local Grocers Decline

Retail E-Commerce Gains Traction with Improved Infrastructure

Chart 10 - Retail Channels for Polishes 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Polishes

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Polishes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Shifting Consumer Preferences, Economic Pressures, and Growth in Value-Driven Brands Shapes Home Care

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Shifting Consumer Preferences, Economic Pressures, and Growth in Value-Driven Brands Shapes Home Care

Liquid Formats Drive Innovation and Premiumisation

Multifunctionality Becomes a Key Driver of Product Innovation

Chart 19 - Unilever Launches Aromatel Fabric Softener with a Strategy Focused on Small Local Grocers

Chart 20 - Value Sales of Home Care 2020-2030

Chart 21 - Volume Sales of Home Care 2020-2030

Chart 22 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Home Care in Peru Is Set for Steady Growth Driven by Discounters and Urbanisation

Chart 23 - Analyst Insight for Home Care

Laundry Care Maintains Its Dominance through Multifunctional Products

Sustainability and Multifunctionality Shape Future Product Innovation

Chart 24 - Clorox Stain Remover Appeals Through Offering Consumers

Chart 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Clorox Perú and Alicorp Saa Drive Competition through Aggressive Strategies

The Rise of Value Brands and Shifting Dynamics in the Competitive Landscape

Emerging Players and Innovation Are Set to Shape Future Competition in Home Care

Chart 27 - Company Shares of Home Care 2025

Chart 28 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Dominates Home Care Sales Despite a Decline

Discounters Emerges as the Fastest-Growing Retail Channel

Chart 29 - Alicorp Fights Low-Cost Competition by Strengthening Value Brands Such as Trome and Patito

The Growth of Retail E-Commerce Signals a Shift in Consumer Behaviour

Chart 30 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/polishes-in-peru/report.