



Polishes in Uruguay

April 2026

Table of Contents

Polishes in Uruguay - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Ongoing Changes in Consumer Preferences Result in Volume Declines and Sluggish Value Sales

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Ongoing Changes in Consumer Preferences Result in Volume Declines and Sluggish Value Sales

Chart 2 - Cheaper Imported Bleach From Brazil Gains Ground

Floor Polish Remains Largest Category, Despite Becoming Less Popular Due to the Rise of Modern Flooring Materials

Social Media Campaigns Target Young Consumers in an Attempt to Boost Sales

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Sales of Polishes Will Continue to Struggle over the Forecast Period

Multi-Purpose Cleaners to Cannibalise Floor Polish Sales

Digital Marketing and Sustainability Expected to Shape Polishes' Future

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson and Son Sustains Leadership with Strong Brand Presence

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets and Small Local Grocers See the Strongest Sales, with Supermarkets in the Lead

Retail E-Commerce Experiences Low Overall Penetration for Sales of Polishes

Chart 10 - Retail Channels 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 Uruguay - Industry Overview

EXECUTIVE SUMMARY

Declining Cross-Border Smuggling Drives Growth Amid Polarised Consumption

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Declining Cross-Border Smuggling Drives Growth Amid Polarised Consumption

Chart 19 - Premiumisation Gains Ground as Purchasing Power Improves

Laundry Care Drives Growth with Premium Concentrated Formats

Sustainability Shapes Consumer Preferences

Chart 20 - Brands Innovate with Sustainable and Biodegradable Formulas

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - 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 24 - Forecast Value Sales 2020-2030

Chart 25 - 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 26 - Company Shares 2025

Chart 27 - 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 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-uruguay/report.