

Home Care in Ecuador

February 2025

Table of Contents

Home Care in Ecuador

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

- Table 2 Sales of Home Care by Category: Value 2019-2024
- Table 3 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 4 NBO Company Shares of Home Care: % Value 2020-2024
- Table 5 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 7 Distribution of Home Care by Format: % Value 2019-2024
- Table 8 Distribution of Home Care by Format and Category: % Value 2024
- Table 9 Forecast Sales of Home Care by Category: Value 2024-2029
- Table 10 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air care thrives despite economic crisis

Private label has significant footing in spray/aerosols air care

Glade continues to dominate

PROSPECTS AND OPPORTUNITIES

More affordable brands in electric air fresheners could boost growth

Space for further competition

Increasing offerings of scented home care products in general could dampen value sales of air care

CATEGORY DATA

- Table 11 Sales of Air Care by Category: Value 2019-2024
- Table 12 Sales of Air Care by Category: % Value Growth 2019-2024
- Table 13 NBO Company Shares of Air Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Air Care: % Value 2021-2024
- Table 15 Forecast Sales of Air Care by Category: Value 2024-2029
- Table 16 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in volume and value sales, with private label gaining

Illicit sales remain substantial

Clorox holds on to strong lead

PROSPECTS AND OPPORTUNITIES

Small sachets and gallon presentations appeal to price-sensitive consumers

Chlorine in gel form way for players to differentiate

Consumers migrate from bleach to laundry aids

CATEGORY DATA

Table 17 - Sales of Bleach: Value 2019-2024

Table 18 - Sales of Bleach: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Bleach: % Value 2020-2024

Table 20 - LBN Brand Shares of Bleach: % Value 2021-2024

Table 21 - Forecast Sales of Bleach: Value 2024-2029

Table 22 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy value growth in 2024

Cream-based hand dishwashing continues to dominate

Lava continues to dominate, though private label gaining

PROSPECTS AND OPPORTUNITIES

Hand dishwashing still dominates

Private label gains further value share

Affordable dishwashing bars gain further value share

CATEGORY INDICATORS

Table 23 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 24 - Sales of Dishwashing by Category: Value 2019-2024

Table 25 - Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 26 - NBO Company Shares of Dishwashing: % Value 2020-2024

Table 27 - LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 28 - Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Widespread outbreak of dengue fever boosts value sales

Consumers prioritise effectiveness

Spray/aerosols most popular choice

PROSPECTS AND OPPORTUNITIES

Healthy growth projected for home insecticides

Spray/aerosols continue to account for most value sales

More demand for greener home insecticides over forecast period

CATEGORY DATA

- Table 30 Sales of Home Insecticides by Category: Value 2019-2024
- Table 31 Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 32 NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 33 LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 34 Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 35 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Powder detergent continues to account for most value sales

Laundry aids registers very healthy volume growth, supported by increasing private label offerings

Little demand for more specialised laundry detergents

Little demand for more specialised laundry detergents

PROSPECTS AND OPPORTUNITIES

Lower value share for private label in laundry care

Multifunctionality of powder detergents continues to support volume sales

Gradual decline of bar detergents

CATEGORY INDICATORS

Table 36 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 37 Sales of Laundry Care by Category: Value 2019-2024
- Table 38 Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 39 Sales of Laundry Aids by Category: Value 2019-2024
- Table 40 Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 41 Sales of Laundry Detergents by Category: Value 2019-2024
- Table 42 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 43 NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 44 LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 45 NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 46 LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 47 NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 48 LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 49 Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 50 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Muted picture in 2024

Significant fall in volume sales for shoe polish

Limited offering of private label

PROSPECTS AND OPPORTUNITIES

Uncertain future for polishes

Leveraging social media to boost sales

Little innovation as other more flexible cleaning products gain value share

CATEGORY DATA

- Table 51 Sales of Polishes by Category: Value 2019-2024
- Table 52 Sales of Polishes by Category: % Value Growth 2019-2024
- Table 53 NBO Company Shares of Polishes: % Value 2020-2024
- Table 54 LBN Brand Shares of Polishes: % Value 2021-2024
- Table 55 Forecast Sales of Polishes by Category: Value 2024-2029
- Table 56 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multi-purpose cleaners remain one of the best sellers

Thriving panorama for private label

Increasing offering of impregnated wipes

PROSPECTS AND OPPORTUNITIES

Further growth potential for niche offerings

Versatility of powder detergent continues to dampen values sales with surface care

Players look to differentiate through added benefits such as scent

CATEGORY DATA

- Table 57 Sales of Surface Care by Category: Value 2019-2024
- Table 58 Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 59 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 60 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 61 NBO Company Shares of Surface Care: % Value 2020-2024
- Table 62 LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 63 Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 64 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Ecuador

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in volume sales in 2024

SC Johnson only player investing in widescale promotion

Home-made toilet cleaning solutions increasingly popular on social media

PROSPECTS AND OPPORTUNITIES

Scent key differentiator over forecast period

Opportunities for private label in in-cistern devices

Opportunity for local brands to adopt a green positioning

CATEGORY DATA

Table 65 - Sales of Toilet Care by Category: Value 2019-2024

Table 66 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 67 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 68 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 69 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

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.