



Home Care in Chile

April 2026

Table of Contents

EXECUTIVE SUMMARY

Chile's Rising Median Disposable Income per Household Supports Growth

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Chile's Rising Median Disposable Income per Household Supports Growth

Laundry Care Dominates Market Share with Evolving Formats

Casa Nativa and the Pink Stuff Lead Trend Shifts

Chart 2 - Biodegradable, Concentrated and Non-Toxic Products Drive Casa Nativa's Growth

Chart 3 - Value Sales of Home Care 2020-2030

Chart 4 - Volume Sales of Home Care 2020-2030

Chart 5 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Sustainable and Convenient Home Care Solutions

Laundry Care Will Remain Dominant, Boosted by Evolving Product Formats

Digital Channels and Multifunctionality to Shape Industry Dynamics

Chart 6 - Forecast Value Sales of Home Care 2020-2030

Chart 7 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Sc Johnson Lead with Strong Brand Portfolios

New Product Formats and Private Label Reshape Market Dynamics

Chart 8 - The Pink Stuff Leads the Shift to Versatile Cleaning Solutions

Walmart's "Productos a Mil" Campaign Impacts Laundry Care

Chart 9 - Walmart Chile Highlights Detergents and Fabric Softeners in Extensive 2025 Promotion

Chart 10 - Company Shares of Home Care 2025

Chart 11 - Brand Shares of Home Care 2025

CHANNELS

Modern Grocery Retailers Dominate Home Care Sales with Their Wide Product Ranges

Retail Retail E-Commerce Grows Strongly with Omnichannel Strategies

Chart 12 - Analyst Insight for Home Care

No New Retail Brands or Concepts Expected to Emerge in 2026

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium and Sustainable Products Drive Market Growth

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Premium and Sustainable Products Drive Market Growth

Spray/Aerosol Air Fresheners Dominate Market Share

Madison & Co and Biogreen Chile Lead the Premium and Sustainable Trends

Chart 22 - Analyst Insight for Air Care

Chart 23 - Madison & Co. Elevates Chilean Homes with Premium Electric Diffusers

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?

Premium and Online Sales to Drive Future Growth

Spray/Aerosol Air Fresheners to Remain Dominant

Sustainability and Smart Technologies to Shape the Future

Chart 27 - Forecast Value Sales of Air Care 2020-2030

Chart 28 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Dominates Air Care with Its Extensive Portfolio

Biogreen Chile a Leading Player in Sustainable Air Fresheners

Chart 29 - Biogreen Chile Leads the Market in Sustainable Home Fragrances

Stable Competitive Landscape with Opportunities for Innovation

Chart 30 - Company Shares of Air Care 2025

Chart 31 - Brand Shares of Air Care 2025

CHANNELS

Supermarkets and Hypermarkets Lead Distribution in Air Care

Retail E-Commerce Gains Traction with Omnichannel Strategies

No Emerging Retail Brands or Concepts Reported for 2026

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 - Consumer Context for Air Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bleach in Chile

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Consumer Shift to Multifunctional Products Impacts Sales

KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Consumer Shift to Multifunctional Products Impacts Sales

Gel Bleach Formats Drive Sales with User-Friendly Features

Health and Wellness Trend Drives Innovation and Sustainability

Chart 41 - Value Sales of Bleach 2020-2030

Chart 42 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Consumers Drive Demand for Eco-Friendly Bleach Alternatives

Igenix Cloro Gel Offers User-Friendly Features and Multifunctionality

Economic Uncertainty and Safety Concerns Shape Business Impact

Chart 43 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Clorox Chile Dominates with a Strong Brand Portfolio

Igenix Cloro Gel Gains Popularity with User-Friendly Features

Chart 44 - Igenix Cloro Gel Gains Popularity with Scented, Consumer-Friendly Formula

No Significant Mergers or Acquisitions Impact the Market

Chart 45 - Company Shares of Bleach 2025

Chart 46 - Brand Shares of Bleach 2025

CHANNELS

Supermarkets Dominate Bleach Sales with Wide Product Ranges

Supermarket E-Commerce Grows Strongly with Fast Delivery Options

Retail E-Commerce Poses Limited Competition to Offline Stores

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 - 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 Chile

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Walmart Drives Affordable and Sustainable Dishwashing Solutions

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Walmart Drives Affordable and Sustainable Dishwashing Solutions

Concentrated Solutions Gain Traction with Eco-Conscious Consumers

Chart 56 - Walmart Expands Private-Label Dishwashing Line with Affordable Biodegradable Refill

Mood-Boosting Ingredients Reshape Consumer Preferences

Chart 57 - Value Sales of Dishwashing 2020-2030

Chart 58 - Volume Sales of Dishwashing 2020-2030

Chart 59 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Affordable and Sustainable Solutions

Automatic Dishwashing Will Lead Growth with Premium Formats

Chart 60 - Analyst Insight for Dishwashing

Magistral's Exit Creates Opportunities for Competitors

Chart 61 - Forecast Value Sales of Dishwashing 2020-2030

Chart 62 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Their Grip through Innovation and Affordability

Ultra-Concentrated Formulas Reduce Waste and Enhance Performance

Chart 63 - Freemet Introduces Mandarin and Aloe Vera Fragrances in Dish Care

No Significant Mergers or Acquisitions, but Opportunities Arise From Magistral's Exit

Chart 64 - Company Shares of Dishwashing 2025

Chart 65 - Brand Shares of Dishwashing 2025

CHANNELS

Hypermarkets/Supermarkets Drive Dishwashing Sales with Wide Product Ranges

Retail E-Commerce Gains Traction with Promotions and Omnichannel Strategies

No Emerging Retail Brands or Concepts in 2026

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 - Consumer Context for Dishwashing

Chart 71 - Population 2020-2030

Chart 72 - Consumer Expenditure 2020-2030

Chart 73 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Chile](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sc Johnson Drives Growth with Sustainable Product Innovation

KEY INDUSTRY TRENDS

Chart 74 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Sc Johnson Drives Growth with Sustainable Product Innovation

Seasonal Demand Fluctuations Impact Sales Growth

Evolving Consumer Preferences Drive Product Innovation

Chart 75 - Value Sales of Home Insecticides 2020-2030

Chart 76 - Volume Sales of Home Insecticides 2020-2030

Chart 77 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Sustainable Product Innovation to Drive Market Growth

Spray/Aerosol Formats Will Remain Dominant

Health and Wellness Trends to Shape Future Product Offerings

Chart 78 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 79 - Forecast Value Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Dominates with Sustainable Innovation

Sc?Johnson Launches Plant-Based Raid Essentials

Chart 80 - Sc Johnson Reinvents Insect Control with Plant-Based Raid Essentials

No Significant Mergers or Acquisitions or New Launches

Chart 81 - Company Shares of Home Insecticides 2025

Chart 82 - Brand Shares of Home Insecticides 2025

CHANNELS

Supermarkets Drive Sales with Wide Product Assortment and Promotions

Chart 83 - Analyst Insight for Home Insecticides

Retail E-Commerce Gains Traction with Fast Delivery and In-Store Pickup

No New Retail Brands or Concepts Emerged in 2026

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 Chile](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Positive Growth Driven by Premium and Innovative Products

KEY INDUSTRY TRENDS

Chart 92 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Positive Growth Driven by Premium and Innovative Products

Chart 93 - Walmart Chile Highlights Detergents and Fabric Softeners in Extensive 2025 Promotion

Laundry Detergents Dominate Market Share with Steady Demand

Sustainable Innovations Drive Growth in Niche Categories

Chart 94 - Analyst Insight for Laundry Care

Chart 95 - Innovative and Sustainable Cleaning Solutions From Casa Nativa

Chart 96 - Value Sales of laundry Care 2020-2030

Chart 97 - Volume Sales of Laundry Care 2020-2030

Chart 98 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Growth with Premium and Sustainable Choices

Laundry Detergents Will Maintain Their Dominance, Helped by Evolving Formats

Refill Formats and Eco-Friendly Products to Gain Traction

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 Procter & Gamble Dominate with Innovative Products

Innovative Product Launches Drive Premiumisation and Sustainability

Chart 101 - Vanish Powergel Pre Lavado Drives Innovation with 2X Concentrated Formula for Tough Stains

Stable Competitive Landscape with No Significant Mergers or New Entrants

Chart 102 - Company Shares of Laundry Care 2025

Chart 103 - Brand Shares of Laundry Care 2025

CHANNELS

Supermarkets Drive Laundry Care Sales with Their Wide Product Ranges

Retail E-Commerce Gains Traction with Fast Delivery and Convenience

No New Retail Brands or Concepts Emerge in 2026

Chart 104 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 105 - Economic Context for Laundry Care

Chart 106 - Real Gdp Growth 2020-2030

Chart 107 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 108 - Consumer Context for Laundry Care

Chart 109 - Population 2020-2030

Chart 110 - Consumer Expenditure 2020-2030

Chart 111 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Chile](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Decline in Traditional Products Fuels Shift to Multifunctionality

KEY INDUSTRY TRENDS

Chart 112 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Decline in Traditional Products Fuels Shift to Multifunctionality

Sc Johnson & Son Launches Multifunctional Product Offering

Chart 113 - Versatile Cleaning Made Easy with Blem Multisuperficies in Chile

Metal Polish Shows Resilience Amidst Overall Polishes Category Decline

Chart 114 - Value Sales of Polishes 2020-2030

Chart 115 - Volume Sales of Polishes 2020-2030

Chart 116 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Consumers to Drive Multifunctionality and Sustainability in Cleaning Products

Niche Demand Sustains Metal Polish Amidst Overall Polishes Decline

Shoe Polish Demand to Improve with Changing Work Trends

Chart 117 - Analyst Insight for Polishes

Chart 118 - Forecast Value Sales of Polishes 2020-2030

Chart 119 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

Empresas Demaria Maintains Lead with Strong Brand Portfolio

Sustainability Initiatives Drive Future Growth Opportunities

Chart 120 - Company Shares of Polishes 2025

Chart 121 - Brand Shares of Polishes 2025

CHANNELS

Modern Grocery Retailers Remain the Dominant Channel for Polishes Sales

Supermarket E-Commerce Emerges as Fastest Growing Channel

No Emerging Retail Brands or Concepts in Polishes for 2026

Chart 122 - Retail Channels for Polishes 2020-2025

ECONOMIC CONTEXT

Chart 123 - Economic Context for Polishes

Chart 124 - Real Gdp Growth 2020-2030

Chart 125 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 126 - Consumer Context for Polishes

Chart 127 - Population 2020-2030

Chart 128 - Consumer Expenditure 2020-2030

Chart 129 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Chile](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Concentrated Formulations and Private Label Drive Growth

KEY INDUSTRY TRENDS

Chart 130 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Concentrated Formulations and Private Label Drive Growth
The Pink Stuff Leads the Shift to Versatile Cleaning
Freemet's Refillme Simplifies Cleaning and Cuts Waste
Chart 131 - Freemet'S Refillme Simplifies Cleaning and Cuts Waste
Chart 132 - Value Sales of Surface Care 2020-2030
Chart 133 - Volume Sales of Surface Care 2020-2030
Chart 134 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Sustainable and Versatile Cleaning Solutions
Multipurpose Cleaners the Biggest Category in Value Terms
Innovative Formats and Sustainability to Shape Future Business Strategies
Chart 135 - Forecast Value Sales of Surface Care 2020-2030
Chart 136 - Forecast Value Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson and Clorox Maintain the Lead, Helped by Their Innovation
Chart 137 - Analyst Insight for Surface Care
The Pink Stuff and Freemet Lead Innovative Product Launches
Chart 138 - The Pink Stuff Leads the Shift to Versatile Cleaning Solutions
No Significant Mergers or Acquisitions
Chart 139 - Company Shares of Surface Care 2025
Chart 140 - Brand Shares of Surface Care 2025

CHANNELS

Modern Grocery Retailers Lead Surface Care Sales Thanks to Their Wide Product Ranges
Retail E-Commerce Drives Growth with Promotions and Omnichannel Strategies
Omnichannel Strategies to Shape Future of Surface Care Distribution
Chart 141 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 142 - Economic Context for Surface Care
Chart 143 - Real Gdp Growth 2020-2030
Chart 144 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 145 - Consumer Context for Surface Care
Chart 146 - Population 2020-2030
Chart 147 - Consumer Expenditure 2020-2030
Chart 148 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Chile](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Private Label Gains Traction with Multipurpose Cleaners

KEY INDUSTRY TRENDS

Chart 149 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Private Label Gains Traction with Multipurpose Cleaners

Mood-Boosting Ingredients Drive Innovation and Sales

The Pink Stuff Sustains Viral Momentum with Eco-Friendly Appeal

Chart 150 - The Pink Stuff Maintains Its Viral Momentum in Chile'S Eco-Friendly Cleaning Market

Chart 151 - Value Sales of Toilet Care 2020-2030

Chart 152 - Volume Sales of Toilet Care 2020-2030

Chart 153 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Convenient and Scented Solutions

Sustainability and Eco-Friendliness to Gain Prominence

In-Cistern Devices to See the Most Dynamic Growth

Chart 154 - Analyst Insight for Toilet Care

Chart 155 - Forecast Value Sales of Toilet Care 2020-2030

Chart 156 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son and Reckitt Benckiser Continue to Lead, Backed by Their Innovation

No Significant Mergers or New Entrants in 2025

Chart 157 - Company Shares of Toilet Care 2025

Chart 158 - Brand Shares of Toilet Care 2025

CHANNELS

Supermarkets Drive Toilet Care Sales with Wide Product Ranges

Retail E-Commerce Grows but Remains Limited in Toilet Care

No Emerging Retail Brands or Concepts Identified for 2026

Chart 159 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 160 - Economic Context for Toilet Care

Chart 161 - Real Gdp Growth 2020-2030

Chart 162 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 163 - Consumer Context for Toilet Care

Chart 164 - Population 2020-2030

Chart 165 - Consumer Expenditure 2020-2030

Chart 166 - 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-chile/report.