



Bleach in Colombia

February 2025

Table of Contents

Bleach in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The end of brand loyalty and the rise of private label
Gel bleach yet to make significant inroads
Players turn to new packaging to differentiate from the competition

PROSPECTS AND OPPORTUNITIES

Low prices should benefit volume growth
Discounters likely to become the dominant distribution channel for bleach
Sustainability concerns yet to have a big influence on purchasing decisions

CATEGORY DATA

Table 1 - Sales of Bleach: Value 2019-2024
Table 2 - Sales of Bleach: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Bleach: % Value 2020-2024
Table 4 - LBN Brand Shares of Bleach: % Value 2021-2024
Table 5 - Forecast Sales of Bleach: Value 2024-2029
Table 6 - Forecast Sales of Bleach: % Value Growth 2024-2029

Home Care in Colombia - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 7 - Households 2019-2024

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2019-2024
Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 13 - Distribution of Home Care by Format: % Value 2019-2024
Table 14 - Distribution of Home Care by Format and Category: % Value 2024
Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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