



Laundry Care in Panama

April 2026

Table of Contents

[Laundry Care in Panama - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Henkel Drives Innovation and Growth

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Henkel Drives Innovation and Growth

Chart 2 - Henkel Introduces Liquid Multifunctional 123 Detergent

Dr. Beckmann's Premium Offerings Boost Laundry Aids

Private Label Gains Traction among Budget-Conscious Consumers

Chart 3 - Dr Beckmann Introduces Premium Laundry Aids

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Growing Demand Expected for Specialised and Private Label Products

Laundry Detergents Expected to See Segmentation

Sustainability to Shape Future Business Strategies

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Dominance through Strong Distribution

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Dominate Laundry Care Sales

Retail E-Commerce Gains Traction in Laundry Care

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Laundry Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Laundry Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Consumers Drive Growth with Affordability and Efficacy

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Consumers Drive Growth with Affordability and Efficacy

Evolving Product Formats Fuels Home Care Growth

Premiumisation Gains Traction with Innovative Products

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Brands to Drive Growth with Competitive Pricing

Chart 23 - Analyst Insight for Home Care

Specialised Products to Gain Traction among Panamanian Consumers

Sustainability Claims and Eco-Friendliness to Shape Future Product Development

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Companies Maintain Lead Due to Market Presence and Consumer Trust

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead Home Care Distribution

Retail E-Commerce Gains Traction in Home Care Sales

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/laundry-care-in-panama/report.