



Euromonitor  
International

# Polishes in Honduras

May 2026

Table of Contents

## Polishes in Honduras - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Rising Incomes Drive Growth in Polish Sales

#### INDUSTRY PERFORMANCE

Rising Incomes Drive Growth in Polish Sales

Shoe Polish Drives Value Sales Growth Despite Volume Pressure in Larger Categories

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

#### WHAT'S NEXT?

Rising Incomes and Urbanisation Set to Sustain Polishes Category Expansion

Floor Polish Set to Remain Largest as Metal Polish Emerges as Fastest-Growing

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Droguería Proconsumo Sa and Cosmética Internacional Sa Lead Fragmented Market

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

#### CHANNELS

Grocery Retailers Dominate as Retail E-Commerce Builds Presence

Chart 8 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 9 - Economic Context for Polishes

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 12 - Consumer Context for Polishes

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

## Home Care in Honduras - Industry Overview

### EXECUTIVE SUMMARY

Moderate Growth Driven by Health Prevention Awareness and Multifunctionality

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

#### INDUSTRY PERFORMANCE

Moderate Growth Driven by Health Prevention Awareness and Multifunctionality

Chart 17 - Multifunctionality Increasingly Connects with Hondurans in Laundry Detergents

Flexible Packaging Gains Traction with Cost-Conscious Consumers

Chart 18 - Doypack Formats Are Significantly Expanding Their Availability in Honduras for Home Care Products

Private Label Penetration Sustains Growth as La Colonia and Walmart Evolve Offerings

Chart 19 - Private Labels Evolve in Home Care

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Moderate Growth Projected as Younger Generations Prioritise Hygiene Prevention

Sustainability Intensifies through Refill Stations and Concentrated Formulations

Chart 23 - Analyst Insight for Home Care

Aromatic Sensoriality Accelerates through Seasonal Wellness-Led Scents

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Diverse Strategies

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## CHANNELS

Small Local Grocers Lead Home Care Sales through Wide Reach

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-honduras/report](http://www.euromonitor.com/polishes-in-honduras/report).