

Surface Care in Dominican Republic

February 2025

Table of Contents

Surface Care in Dominican Republic - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface cleaning endures even amid economic challenges Multifunctional claims claim traction in surface care products Fragrance is just as crucial as cleaning performance

PROSPECTS AND OPPORTUNITIES

Disinfecting qualities lose momentum in post-pandemic era Surface disinfectants will seek to position themselves as bleach alternatives Naturally-derived compounds are on the rise

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2019-2024
Table 2 - Sales of Surface Care by Category: % Value Growth 2019-2024
Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Surface Care: % Value 2020-2024
Table 6 - LBN Brand Shares of Surface Care: % Value 2021-2024
Table 7 - Forecast Sales of Surface Care by Category: Value 2024-2029
Table 8 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Home Care in Dominican Republic - Industry Overview

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 9 - Households 2019-2024

MARKET DATA

Table 10 - Sales of Home Care by Category: Value 2019-2024

- Table 11 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Home Care: % Value 2020-2024
- Table 13 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 14 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 15 Distribution of Home Care by Format: % Value 2019-2024
- Table 16 Distribution of Home Care by Format and Category: % Value 2024
- Table 17 Forecast Sales of Home Care by Category: Value 2024-2029
- Table 18 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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