



Euromonitor
International

Dishwashing in Costa Rica

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prices decrease due to lower production costs
Colgate-Palmolive’s Axion loses retail value share as competition intensifies
Hand dishwashing remains dominant

PROSPECTS AND OPPORTUNITIES

Consumers will continue to shift from cream/paste to liquid options
Penetration of automatic dishwashers will boost sales of automatic dishwashing
Private label will continue to gain ground

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2019-2024
Table 3 - Sales of Dishwashing by Category: % Value Growth 2019-2024
Table 4 - NBO Company Shares of Dishwashing: % Value 2020-2024
Table 5 - LBN Brand Shares of Dishwashing: % Value 2021-2024
Table 6 - Forecast Sales of Dishwashing by Category: Value 2024-2029
Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Care in Costa Rica - 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 8 - Households 2019-2024

MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2019-2024
Table 10 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 11 - NBO Company Shares of Home Care: % Value 2020-2024
Table 12 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 14 - Distribution of Home Care by Format: % Value 2019-2024
Table 15 - Distribution of Home Care by Format and Category: % Value 2024
Table 16 - Forecast Sales of Home Care by Category: Value 2024-2029
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/dishwashing-in-costa-rica/report.