



Euromonitor
International

Dishwashing in Colombia

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Solid formats remain popular due to economic pressures
- Private label now dominates sales of hand dishwashing
- Liquid formats lead sales of automatic dishwashing but tablets gaining ground

PROSPECTS AND OPPORTUNITIES

- Steady demand expected for hand dishwashing boosted by innovation and new product development
- Focus on saving water and energy likely to motivate more consumers to purchase dishwashers
- Innovation may be necessary if brands are to fend off the increasing competition from private label

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Home Care in Colombia - Industry Overview

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DISCLAIMER

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