



Euromonitor
International

Surface Care in Bolivia

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Local Production and Packaging Innovation Drive Sales Growth

Chart 2 - Industrias Luri Drain Openers Were Imported Players Has Decrease Because of Higher Prices

Multi-Purpose Cleaners Dominate Sales, While New Formats Offer Convenience

Chart 3 - Industrias Luri Srl Launches Its New Doypack Todo Brillo Windows Cleaner to Give Convenience

Mood-Boosting Ingredients Add Value to Affordable Products

Chart 4 - Unilever Andina Launches New Fragrances to Push Sales of Ola Aromatic Floor Cleaners

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Local Manufacturing to Drive Future Growth in Surface Care

Multi-Purpose Cleaners to Remain Dominant, Home Care Disinfectants to Grow

Chart 8 - Analyst Insight for Surface Care

Fragrance Innovation and Multifunctionality to Shape Future Sales

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Share through Innovation and Pricing

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Surface Care Sales through Affordability

Emerging Local Micro-Entrepreneurs Disrupt Traditional Retail with Bulk Sales

Retail E-Commerce Grows Slowly, Driven by Convenience and Digital Payments

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Surface Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Surface Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Players Develop Different Product Formats to Address Various Consumer Needs and Budgets

Chart 22 - Multi Internacional Srl Innovate at Bleach Traditional Liquid to Gel Format

Laundry Care Leads Amidst Demand for Versatile Solutions

Chart 23 - Industrias Luri Srl Launches 2 in 1 Liquid Detergent with High Performance for Stain

Local Manufacturing Expansion Drives Growth in Bolivian Home Care

Chart 24 - High Performance in Fabric Softeners by Domestic Brand Todo Brillo Innovative Fragrance Capsules

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Local Manufacturers to Drive Growth with Affordable Innovation

Laundry Care to Remain Largest Category, While Surface Care and Air Care Offer Further Development Potential

Chart 28 - Analyst Insight for Home Care

Multifunctionality and Rational Consumerism to Drive Industry's Future

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Minoil Bolivia Gains Leadership of Home Care Despite Share Loss

Local Manufacturers Innovate to Capture Share

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Home Care Sales with Broad Reach

Emerging Small-Scale Refill-Based Businesses Challenge Traditional Retail

E-Commerce Gains Traction with Steady Growth and Digital Innovations

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/surface-care-in-bolivia/report.