



Surface Care in Dominican Republic

May 2026

Table of Contents

Surface Care in Dominican Republic - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Sustained Growth in Surface Care Driven by Health Awareness

Multi-Purpose Cleaners Drive Sales, Premiumisation Gains Traction

Chart 2 - Lysol Expands Into Pet Solutions

Private Label Disruption Reshapes Competitive Landscape

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Multifunctional and Natural Products

Multi-Purpose Cleaners Lead Surface Care in 2030

Private Label and Premiumisation Reshape Competitive Landscape

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Fabuloso Maintains Lead as Private Label Gains Traction

Private Label Disruption to Reshape Market

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Colmados Dominate Distribution with Broad Reach and Cultural Habit

Retail E-Commerce Play a Limited Role

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Surface Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Surface Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Dominican Republic - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Increased Awareness of Hygiene and Scented Products Drives Sales in Home Care

Chart 19 - Fabuloso's Sensation Disinfectant Line

Mood-Boosting Scents Impact Almost All Home Care Categories

Private Label Lines Gain Traction with Quality-Driven Products

Chart 20 - Private Label Line, Líder

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Healthcare Habits to Drive Home Care Growth

Laundry Care Dominates Market Share with Continued Growth

Chart 24 - Analyst Insight for Home Care

Increasing Demand for Scented Products Shapes the Market

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

César Iglesias Maintains Lead with Affordable Brands

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Dominant Distribution with Strong Social Implications

Retail E-Commerce Grows Slowly Supermarket Chains Leading

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/surface-care-in-dominican-republic/report.