



Euromonitor
International

Toilet Care in Costa Rica

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Disinfecting Demand and Convenience-Focused Formats Drove Modest Growth

Chart 2 - Harpic Power Ultra Todo en 1

Sustainability Shapes Product Development through Biodegradable Formulations

Chart 3 - ECOS Plant Powered Toilet Bowl Cleaner

Chart 4 - Value Sales of Toilet Care 2020-2030

Chart 5 - Volume Sales of Toilet Care 2020-2030

Chart 6 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Sustainability and Convenience Innovation to Drive Forecast Growth

Technology Adoption to Expand among Higher-Income Consumers

Low-Cost Solutions and Private Label to Intensify Value Competition

Chart 7 - Analyst Insight for Toilet Care

Chart 8 - Forecast Value Sales of Toilet Care 2020-2030

Chart 9 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Maintains Leadership in Toilet Care

Chart 10 - Company Shares of Toilet Care 2025

Chart 11 - Brand Shares of Toilet Care 2025

CHANNELS

Supermarkets Dominate Sales with Wide Product Variety and Promotions

Retail E-Commerce Experiences Minimal Growth Driven by Convenience and Younger Consumers

Chart 12 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Toilet Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Toilet Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Costa Rica - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Deflationary Pressures Intensify Price Sensitivity as Private Label Gains Ground

Chart 21 - Member's Selection Private Label Detergent Offers Innovative Format

Higher-Income Segments Drive Niche Premiumisation in Air Care

Chart 22 - Fabreeze Launches Electric Scent Options

New Formats Balance Affordability and Innovation

Chart 23 - Clorox Sells a Gel Format that Foams and is Ideal for Direct Use

Chart 24 - Value Sales of Home Care 2020-2030

Chart 25 - Volume Sales of Home Care 2020-2030

Chart 26 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Sustainability Becomes Baseline Expectation Amid Continued Private Label Growth

Scent Innovation to Drive Wellness Positioning beyond Functional Cleaning

E-Commerce Expansion Set to Enable Value-Seeking and Convenience-Driven Growth

Chart 27 - Analyst Insight for Home Care

Chart 28 - Forecast Value Sales of Home Care 2020-2030

Chart 29 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Irex Strengthens Leadership through Portfolio Diversity and Social Engagement

Emerging Brands and Reckitt's Divestiture Shape Future Competition

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Maintain Dominance through Variety and Promotional Activity

E-Commerce Grows Modestly as Traditional Retail Behaviours Persist

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/toilet-care-in-costa-rica/report.