



Euromonitor
International

Bleach in El Salvador

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

INDUSTRY PERFORMANCE

Growth Driven by Increasing Urban Population

Increasing Household Income Drives Demand for Bleach

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

WHAT'S NEXT?

Demand for Household Essentials Expected to Boost Sales

Increasing Urban Population and Incomes to Drive Business Growth

Chart 3 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

C Imberton Sa Leads Bleach Market

Chart 4 - Company Shares 2025

Chart 5 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Bleach Sales with Established Networks

Retail E-Commerce Gains Traction with Steady Growth

Traditional Retail Offline Channels Remain Predominant

Chart 6 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Bleach

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Bleach

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Multifunctionality Drives Growth in Price-Sensitive Home Care Market

Chart 15 - Ultra Klin Expands Its Product Offering, Focusing On Multifunctionality

New Generation of Consumers Sensitive to Fragrance

Chart 16 - Magia Blanca Focuses On Sensory Connections With Limited Editions

Private Label Gains Ground with Quality Improvements

Chart 17 - Private Label Is Evolving From Affordability

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Growth with Preventive Health Behaviours

Laundry Care to Lead with Liquid Detergent Adoption

Sustainability and Health Drive Innovation

Chart 21 - Analyst Insight for Home Care

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Lead with Strategic Innovations

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Distribution with Wide Reach

E-Commerce Grows Steadily as Omnichannel Strategy

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Home Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/bleach-in-el-salvador/report.