



Euromonitor
International

Bleach in Honduras

May 2026

Table of Contents

[Bleach in Honduras - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

INDUSTRY PERFORMANCE

Rising Urban Population and Incomes Drive Bleach Value Growth

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

WHAT'S NEXT?

Urbanisation and Rising Income Set to Sustain Bleach Market Growth

Chart 3 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Surtidora Internacional Sa Maintains Lead with Growing Share

Chart 4 - Company Shares 2025

Chart 5 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Distributions as E-Commerce Gains Traction

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

[Home Care in Honduras - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Moderate Growth Driven by Health Prevention Awareness and Multifunctionality

Chart 15 - Multifunctionality Increasingly Connects with Hondurans in Laundry Detergents

Flexible Packaging Gains Traction with Cost-Conscious Consumers

Chart 16 - Doypack Formats Are Significantly Expanding Their Availability in Honduras for Home Care Products

Private Label Penetration Sustains Growth as La Colonia and Walmart Evolve Offerings

Chart 17 - Private Labels Evolve in Home Care

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Moderate Growth Projected as Younger Generations Prioritise Hygiene Prevention

Sustainability Intensifies through Refill Stations and Concentrated Formulations

Chart 21 - Analyst Insight for Home Care

Aromatic Sensoriality Accelerates through Seasonal Wellness-Led Scents

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Diverse Strategies

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Home Care Sales through Wide Reach

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-honduras/report.