



Euromonitor
International

Dishwashing in El Salvador

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Affordability Drives Sales Growth in Dishwashing

Private Label Expands with Competitive Pricing

Evolving Product Formats Shape the Competitive Landscape

Chart 2 - Dishwashing active in expanding formats that connect with affordability

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Affordable and Effective Solutions

Hand Dishwashing Remains Dominant with Evolving Formulations

Innovative and Wellness-Focused Product Formulations to Shape Competitive Landscape

Chart 6 - Analyst Insight for Dishwashing

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive Centroamerica Sa and Industria La Popular Sa Dominate Sales

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers and Discounters Drive Offline Sales

Retail E-Commerce Grows on Niche Supermarket Platforms

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dishwashing

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dishwashing

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in El Salvador - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Multifunctionality Drives Growth in Price-Sensitive Home Care Market

Chart 20 - Ultra Klin Expands Its Product Offering, Focusing On Multifunctionality

New Generation of Consumers Sensitive to Fragrance

Chart 21 - Magia Blanca Focuses On Sensory Connections With Limited Editions

Private Label Gains Ground with Quality Improvements

Chart 22 - Private Label Is Evolving From Affordability

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - 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 26 - Analyst Insight for Home Care

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Lead with Strategic Innovations

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Distribution with Wide Reach

E-Commerce Grows Steadily as Omnichannel Strategy

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/dishwashing-in-el-salvador/report.