



# Surface Care in Colombia

January 2023

Table of Contents

## Surface Care in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Disinfection claims benefit retail volume sales of surface care  
Private label players create pricing wars within surface care  
Product positionings shift, with efficiency and health remaining top-of-mind

#### PROSPECTS AND OPPORTUNITIES

Private label sees rapid growth as discounters become more relevant  
Inflationary pressures challenge specific surface care products  
Eco-friendly products remain underdeveloped within the landscape

#### CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2017-2022  
Table 2 - Sales of Surface Care by Category: % Value Growth 2017-2022  
Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022  
Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022  
Table 5 - NBO Company Shares of Surface Care: % Value 2018-2022  
Table 6 - LBN Brand Shares of Surface Care: % Value 2019-2022  
Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2022  
Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2022  
Table 9 - Forecast Sales of Surface Care by Category: Value 2022-2027  
Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

## Home Care in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

### MARKET INDICATORS

Table 11 - Households 2017-2022

### MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2017-2022  
Table 13 - Sales of Home Care by Category: % Value Growth 2017-2022  
Table 14 - NBO Company Shares of Home Care: % Value 2018-2022  
Table 15 - LBN Brand Shares of Home Care: % Value 2019-2022  
Table 16 - Penetration of Private Label in Home Care by Category: % Value 2017-2022  
Table 17 - Distribution of Home Care by Format: % Value 2017-2022  
Table 18 - Distribution of Home Care by Format and Category: % Value 2022  
Table 19 - Forecast Sales of Home Care by Category: Value 2022-2027  
Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## 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-colombia/report](http://www.euromonitor.com/surface-care-in-colombia/report).