



Surface Care in Costa Rica

February 2024

Table of Contents

Surface Care in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Muted volume growth in 2023

Colgate-Palmolive launches Floral Sensation Fabuloso

New Xedex line of products launched in surface care

PROSPECTS AND OPPORTUNITIES

Increased segmentation within surface care

Minimal volume growth for wipes

Increased focus on sustainability

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 8 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in Costa Rica - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 9 - Households 2018-2023

MARKET DATA

Table 10 - Sales of Home Care by Category: Value 2018-2023

Table 11 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Home Care: % Value 2019-2023

Table 13 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 14 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 15 - Distribution of Home Care by Format: % Value 2018-2023

Table 16 - Distribution of Home Care by Format and Category: % Value 2023

Table 17 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 18 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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