



Product Fact Sheet

DISHWASHING LIQUID IN COSTA RICA

Market Overview

MARKET HIGHLIGHTS

- Dishwashing records retail volume growth of **5%**
- Liquid hand washing continues to gain momentum.
- Unit prices reflect slight updates in **2016** in line with inflation
- Colgate-Palmolive (Costa Rica) SA remains the leading player with a value share of **41%**
- Cumulated Average Growth rate expected **3%**

Drivers of Growth



The wide availability and variety of multi-pack flavor combinations are key drivers to growth and further penetration of the market.

Higher volume packaging formats of 100% juice and nectars are popular as it is a better value for money.

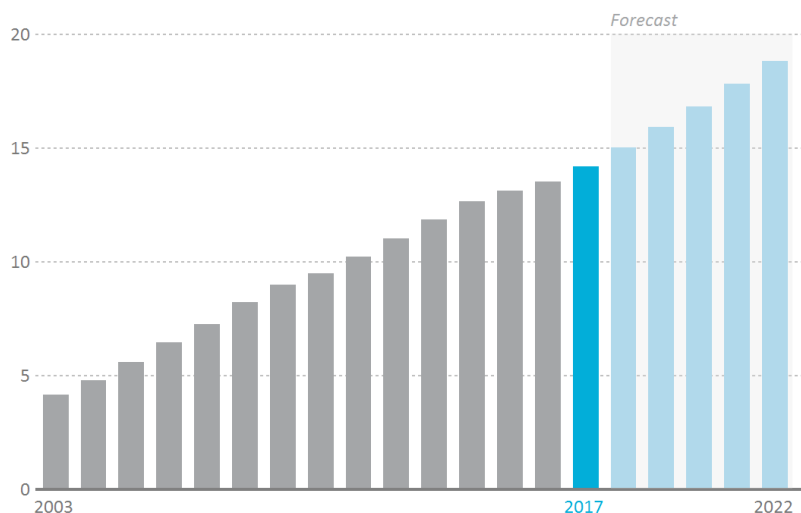
Increasing competition has kept current unit prices relatively stable as shoppers seek value for money



Sales of Dishwashing Liquid in Costa Rica

Sales of Dishwashing in Costa Rica
Retail Value RSP - CRC billion - Current - 2003-2022

14



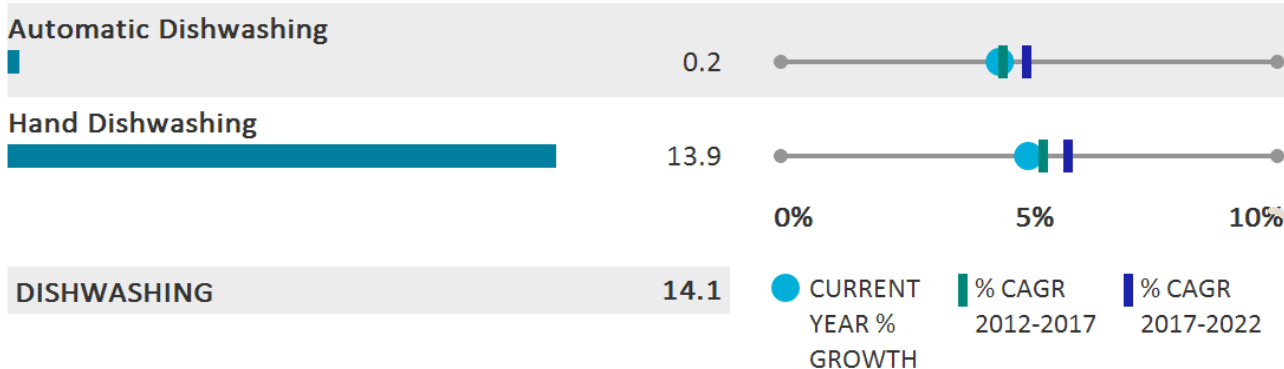
Dishwashing liquid has been estimated at **CRC 13.7 billion** in **2016** and this is expected to increase to around **CRC 15.7 billion**.

Sales of Dishwashing in Costa Rica by Category

Retail Value RSP - CRC billion - Current - 2017

Growth Performance

Click on a Category to update Sales Chart



Competitive Environment

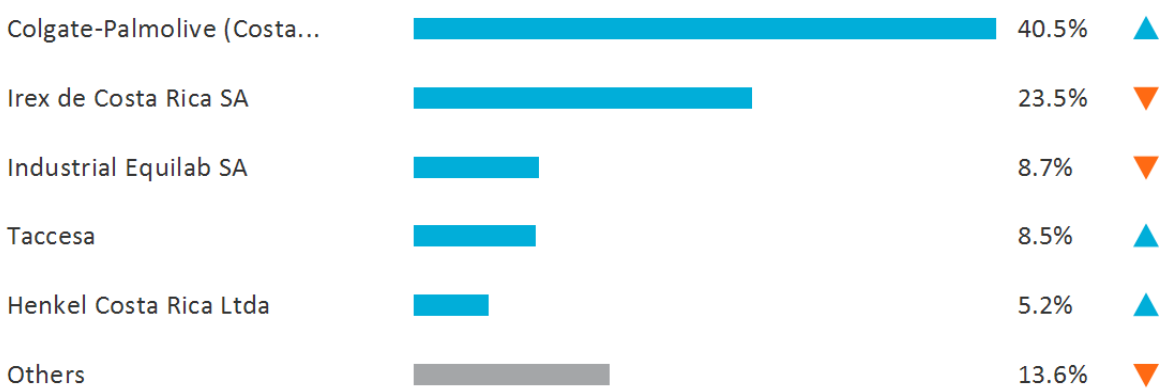
Company shares and brand shares are concentrated in the top two companies of Colgate-Palmolive (Axion) and Irex de Costa Rica SA (Irex). They account for 64% of the company and brand shares.

Current Success Factors

- Multipacks and high-value alternatives along with added-value options continued to characterise the offer from the main players in 2016.
- Major companies' investments in promoting brand awareness and new line extensions through advertising has strengthened the quality perception of their brands amongst local buyers.
- The main players' products benefitted from their low unit prices, wide availability and ability to manage different home care tasks, including dishwashing.

Company Shares of Dishwashing in Costa Rica

% Share - Retail Value RSP - 2017

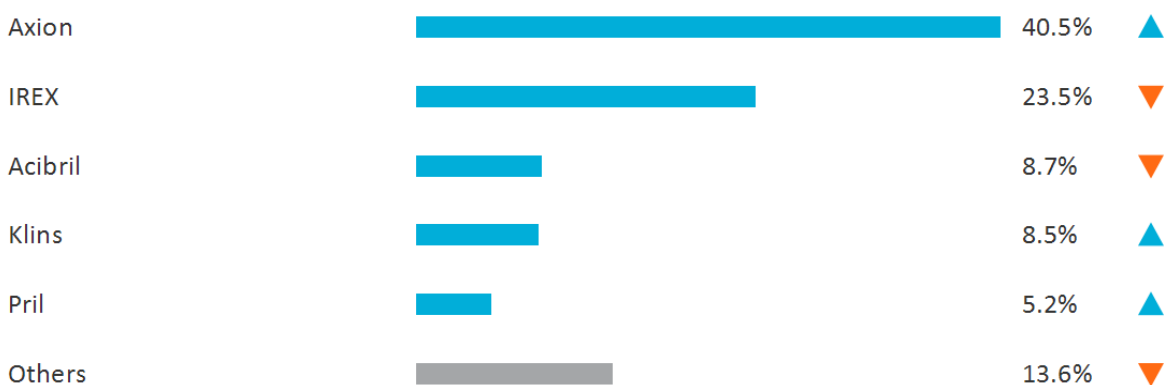


Passport

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Brand Shares of Dishwashing in Costa Rica

% Share - Retail Value RSP - 2017



▲ Increasing share ▼ Decreasing share — No change

Passport

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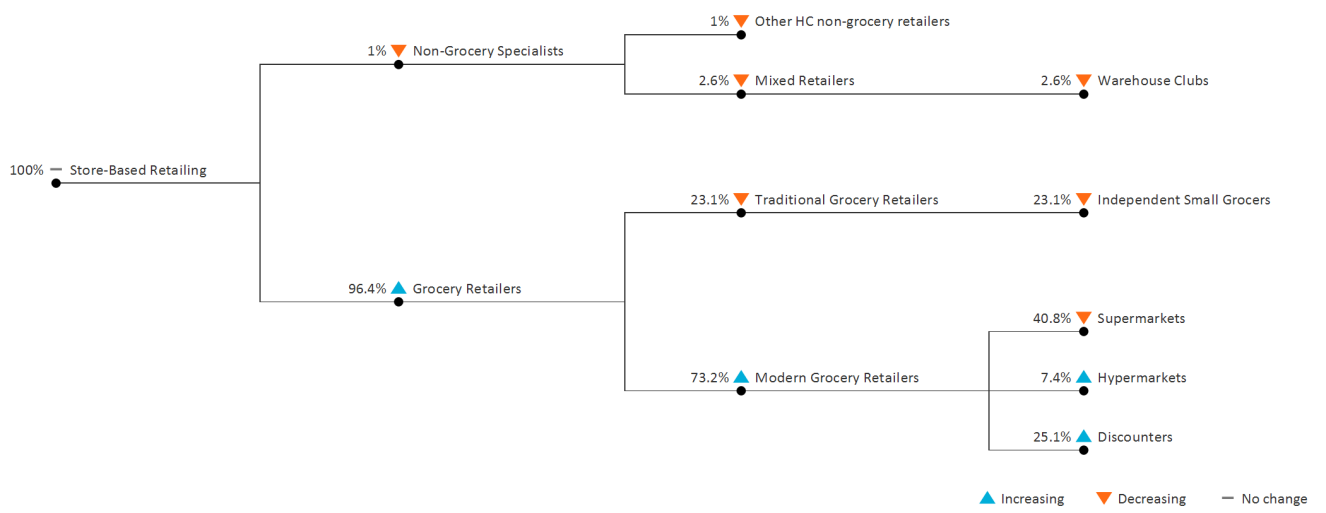
Future Success Factors

- Low levels of innovation will likely continue to characterise dishwashing with manufacturers making efforts to introduce additional levels of segmentation in order to reach different groups of consumers.
- Dishwashing is expected to increase at a value CAGR of 3% at constant 2016 prices due to possibility of price competition and value-added product features which can help volume growth.
- Potential threats to growth will likely remain related to a slow economic performance, which would negatively affect the purchasing power of local consumers, making them opt for more basic and generic products such as economical paste presentations.



Distribution

Channel Distribution for Dishwashing in Costa Rica
% Breakdown 2017 and Point Growth Trend - 2012-2017



Retailing for Dishwashing in Costa Rica is heavily skewed towards the grocery retailing channels as shown in the pie chart below. Modern and Traditional Grocery account for 97.3% of all retail for this category. Grocery retail has grown in the period 2012-2017 and this is mostly due to growth modern which saw growth across all the subcategories. Within the modern category supermarkets, hypermarkets and discounters hold the largest share and actually account for 72.8% of the total retail of this category.

Pricing

Supermarket



Hypermarket



Supermarket



Supermarket



**EXPORT
MARKET
RESEARCH**
at exporTT Limited

Not just facts and figures

About this factsheet

This product factsheet was developed by exporTT using information gathered from our market survey to Costa Rica which was held on 5th - 14th February 2018 as we all our subscription based Euromonitor International Database.

If you would like to take an in depth look at your company's products and competitors in this or any other market please feel free to contact: Dhanraj (dharrypersade@exportt.co.tt) or Vincent (vramlochan@exportt.co.tt).

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