

## **Bleach in Canada**

Market Direction | 2022-06-22 | 19 pages | Euromonitor

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### **Report description:**

Even though retail value sales of bleach sharply declined in 2021, they remained higher than in 2019, driven mainly by price increases. Bleach came to prominence in 2020 with it being a Canada Health-approved product for combatting COVID-19. While there have been growing concerns about the use of bleach in recent years, it is still perceived to be one of the most effective ways of killing germs. However, with further knowledge about COVID-19 and the majority of the Canadian population being vacc...

Euromonitor International's Bleach in Canada market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Bleach market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Retail value sales decline but remain above 2019 levels

Despite the decline in sales, Clorox continues to dominate the category

E-commerce sees increased bleach sales as retailers continue to develop their online offerings

#### PROSPECTS AND OPPORTUNITIES

Bleach demand to decrease during the forecast period as consumers prefer safer and more convenient home care products

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