

## **Bleach in Brazil**

Market Direction | 2023-01-25 | 17 pages | Euromonitor

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### **Report description:**

Bleach saw a second year of double-digit retail current value growth in 2022, as this product is considered essential for carrying out cleaning chores in Brazilian households. Compared with floor cleaners and home care disinfectants, bleach has a lower average price, and is usually affordable by low-income families. Aside from cleaning floors or surfaces, there is strong awareness of other uses of bleach, such as washing white clothing and disinfecting fruits and vegetables. Especially when livi...

Euromonitor International's Bleach in Brazil 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 2027 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.

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