

Bleach in Colombia

Market Direction | 2023-01-25 | 16 pages | Euromonitor

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Report description:

Bleach in Colombia is considered a commodity, and players offer standard products, as well as products with chlorine and fragrances, to mask the strong odour. While sales peaked in 2020 alongside the outbreak of COVID-19, in 2022 consumers continued to value bleach for its disinfectant, stain remover, and sanitising properties, with the product becoming one of the most valued and versatile items on household shelves. The low retail price of bleach is key to retaining sales, as evidenced by the s...

Euromonitor International's Bleach in Colombia 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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Downsizing in bleach bottles allows players to offer appealing price points

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