

Bleach in Japan

Market Direction | 2023-01-25 | 14 pages | Euromonitor

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Report description:

Like other home care categories, after seeing exceptional growth in 2020, driven by COVID-19, bleach also saw a drop in its current value sales in 2021, which continued in 2022. In spring 2020, some consumers were very concerned about the pandemic and became especially hygiene-conscious, using bleach to clean their homes. It is true that the disinfection power of chlorine bleach is strong. Indeed, using chlorine was one of the government suggestions to prevent the spread of COVID-19. However, at...

Euromonitor International's Bleach in Japan 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.

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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