

Bleach in Thailand

Market Direction | 2023-01-27 | 17 pages | Euromonitor

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Report description:

Bleach continues on its overall declining trend in 2022, with volume in negative growth figures despite the small value growth (which is attributed to inflationary factors). Whilst bleach did see an atypical positive boost during the height of the pandemic, due to its strong disinfectant properties, the category was on an overall negative trend in the pre-pandemic years due to its negative image of being a toxic chemical. Indeed, bleach is an irritant which can harm and burn the skin, along with...

Euromonitor International's Bleach in Thailand 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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BLEACH IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bleach returns to its overall decline following the boost seen during the height of the pandemic

Leading brand Haiter continues to dominate with no competition

Bleach is growing relatively well in convenience store retail and e-commerce

PROSPECTS AND OPPORTUNITIES

Bleach will continue to struggle due to negative image, with only small sales expected

Limited innovation and few products in the category further limit potential growth

E-commerce growth expected to continue, helping to support bleach

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