

Bleach in Austria

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

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Report description:

Demand for bleach in Austria notably declined in 2022, following the sales spike seen in 2020, with consumer demand for cleanliness and hygiene extremely high when the pandemic first hit the country. In addition, usage was further boosted by the increased time people spent at home, as they were looking to create as pleasant and safe an environment as possible. As all of these effects remained notable, to some extent during 2021, moving into 2022, growth declined as consumers spent more time outs...

Euromonitor International's Bleach in Austria 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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BLEACH IN AUSTRIA

KEY DATA FINDINGS

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Retail volume sales continue to decline following the boost in 2020

Bleach is perceived to be an aggressive product, limiting retail value and volume sales

Bleach suffers from a limited presence and low awareness

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Growing environmental trends dampen the growth for bleach

Supermarkets lead distribution as bleach has limited availability elsewhere

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