

Bleach in Estonia

Market Direction | 2023-02-01 | 15 pages | Euromonitor

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Report description:

Fears around Coronavirus (COVID-19) led to considerably higher standards of cleaning in 2020 as people who endured home seclusion took stringent measures to avoid virus transmission. As a result, bleach retail volume sales witnessed a notable increase, after small declines in 2018 and 2019. In addition to being used to clean surfaces, bleach became more popular in laundry care as bleach disinfects clothes and is held to kill the COVID-19 virus. In 2021 and 2022, however, bleach returned to decli...

Euromonitor International's Bleach in Estonia 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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Procter & Gamble retains dominance of a weak competitive environment

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