

## **Bleach in Greece**

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

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### **Report description:**

As a result of inflation and significant price increases across the board, local consumers are shifting towards basic products with a lower retail price. This has benefitted bleach, which remains one of the cheapest home care products despite price hikes. Moreover, bleach is versatile, and is applicable in several contexts within home care, not least as an effective disinfectant.

Euromonitor International's Bleach in Greece 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 GREECE

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Bleach benefits from its affordable profile during accelerating inflation

Klinex maintains its category dominance in 2022, albeit with some loss of share to private label

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