

Bleach in Hungary

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

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Report description:

Bleach is a small category in Hungary as few consumers used the product prior to the COVID-19 pandemic. Bleach was recommended as a strong, effective and cheap cleaning solution during the pandemic, which consumers used for general cleaning (floor, surfaces), as well as toilet cleaning. Retail volume sales have declined in 2021 and 2022 as consumers quickly lost interest in bleach. Hungarian consumers increasingly prefer products with fewer chemicals for environmental and health reasons, but ble...

Euromonitor International's Bleach in Hungary 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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