

Bleach in Ireland

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

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Report description:

Bleach saw retail sales volume decline in 2022, with COVID-19 concerns no longer driving sales and the product suffering from being mainly viewed as outdated and toxic. However, older consumers still frequently use bleach as a cleaning agent on its own and as a routine additive to other solutions (like many liquid drain cleaners). Numerous publications on the damaging health effects of chlorine bleach, especially on the respiratory system, have been published, increasing consumer concerns. As a...

Euromonitor International's Bleach in Ireland 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 IRELAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bleach continues to decline, being increasingly perceived as toxic and outdated
Price-sensitive consumers trade down, giving private label opportunity for growth
Irish consumers opt for bleach with a thick formula

PROSPECTS AND OPPORTUNITIES

Strong competition from multi-purpose cleaners and toilet care products
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