

Bleach in Poland

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

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Report description:

Prior to the outbreak of COVID-19, sales of bleach in Poland had been in decline with these products suffering from being perceived as harmful to health. This trend was temporarily reversed when upon the emergence of the COVID-19 pandemic local consumers began using bleach since it is considered as affordable and effective in terms of cleaning and disinfecting. In 2022, with fears around the COVID-19 virus largely abated, consumers returned to using more gentle detergents and cleaners for cleani...

Euromonitor International's Bleach in Poland 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International
January 2023

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