

Bleach in Portugal

Market Direction | 2023-02-01 | 17 pages | Euromonitor

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Report description:

Bleach returns to its typical volume declines after its unusual period of popularity during the height of the COVID-19 pandemic, when consumers were preoccupied with strongly disinfecting their homes and clothing. Ultimately, bleach faces ongoing challenges from its negative image of being a toxic product, which can release harmful chlorine gas when mixed with certain other chemicals. Furthermore, there is rising competition from a strong and growing offer from leading brands in other home care...

Euromonitor International's Bleach in Portugal 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 PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bleach returns to volume slumps following the atypical sales spike seen during the height of the pandemic

P&G's Neoblanc maintains its leading place thanks to multiple category strengths

Private label significant in bleach due to consumer demographics

PROSPECTS AND OPPORTUNITIES

Bleach will continue to face challenges - although rising prices in other categories could help to support sales

Likely reduction of shelf space and available products in bleach over the forecast period

The rise of sustainability trends will continue to place downwards pressure on bleach

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