

## Bleach in Romania

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

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### Report description:

Bleach sees only small value growth in 2022, whilst slumping into negative figures in volume terms. Indeed, after a more positive performance during the era of the pandemic, when consumers were preoccupied with disinfecting their homes, bleach is now returning to its declining trend. Previously, an aversion to the strong smell of bleach and its possible negative impact on health and on clothes saw demand falling. However, bleach saw somewhat of a renaissance following the outbreak of COVID-19, a...

Euromonitor International's Bleach in Romania 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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A year of readjustment for bleach, as category returns to its declining trend after pandemic era boost  
Inflation impacts unit prices in bleach

Growth of e-commerce set to support bulk sales of bleach, while brand Ace maintains its top place

#### PROSPECTS AND OPPORTUNITIES

Bleach will maintain negative trends over the forecast period

Ace will become more visible across different categories, enhancing the brand's overall name

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