

Bleach in South Korea

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

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Report description:

As the impact of COVID-19 continued to linger in South Korea, demand for bleach continued to rise in 2022, as local consumers focused on sterilising and disinfecting their homes to prevent infection. The South Korean government issued an official guideline during the pandemic, encouraging consumers to use bleach to prevent the spread of germs and viruses including COVID-19, with many households stocking this product for basic household chores. Bleach has an established presence in South Korea as...

Euromonitor International's Bleach in South Korea 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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