

## **Bleach in Sweden**

Market Direction | 2023-02-01 | 15 pages | Euromonitor

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### **Report description:**

There was a sudden spike in demand for bleach in 2020 as Sweden faced up to the shock of COVID-19. The pandemic forced households to prioritise cleanliness and hygiene with bleach promoted as one of the most effective ways to kill germs, including the COVID-19 virus. Volume demand started to normalise in 2021 as COVID-19 related restrictions were relaxed and fears around the pandemic softened, in part thanks to the roll-out of Sweden's vaccination programme. This pattern continued into 2022, wit...

Euromonitor International's Bleach in Sweden 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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### **Table of Contents:**

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List Of Contents And Tables

**BLEACH IN SWEDEN**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Sales decline as COVID-19 fears subside

Prices rise as Sweden hit by inflation

Lack of innovation a barrier to growth

**PROSPECTS AND OPPORTUNITIES**

Pandemic gains likely to go down the drain as bleach suffers from old-fashioned image and a lack of innovation

Focus on health presents challenges and opportunities for bleach

Health and sustainability concerns likely to harm sales

**CATEGORY DATA**

Table 1 Sales of Bleach: Value 2017-2022

Table 2 Sales of Bleach: % Value Growth 2017-2022

Table 3 NBO Company Shares of Bleach: % Value 2018-2022

Table 4 LBN Brand Shares of Bleach: % Value 2019-2022

Table 5 Forecast Sales of Bleach: Value 2022-2027

Table 6 Forecast Sales of Bleach: % Value Growth 2022-2027

**HOME CARE IN SWEDEN**

**EXECUTIVE SUMMARY**

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

**MARKET INDICATORS**

Table 7 Households 2017-2022

**MARKET DATA**

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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**SOURCES**

Summary 1 Research Sources

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