

## **Bleach in Tunisia**

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

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### **Report description:**

Volume sales of bleach reverted to a more modest rate of growth in 2022, following a spike in demand in 2020 and 2021. The product witnessed a surge in popularity during the pandemic, due to its well-recognised sanitising properties, with consumers spending more time cleaning high-touch surfaces to keep COVID-19 at bay. With the immediate threat of the virus beginning to wane, demand for bleach grew less strongly in 2022.

Euromonitor International's Bleach in Tunisia 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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Combination of low unit prices and versatility ensures widespread usage

Lilas grows its share, following investment in new product development and promotions

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