

## **Bleach in Vietnam**

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

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### **Report description:**

In 2022, bleach continued to grow at a similar pace to 2021 in retail volume and current value terms, mainly because its unit price is considered affordable, and it is considered versatile, as a powerful multipurpose home care product. With the demand for greater hygiene, in some regions consumers add bleach to the floor cleaning water, as they believe it can offer a better clean. In urban areas, bleach is also widely used for cleaning swimming pools.

Euromonitor International's Bleach in Vietnam 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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