

**Bleach in Hong Kong, China**

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

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**Report description:**

Demand for bleach marginally improved in the first half of 2022 compared to the strong declines of the previous year, as the emergence of the fifth wave of the pandemic in Hong Kong led to home seclusion, with local daily confirmed cases exceeding 10,000 for the first time in the city's history. As a result, some consumers turned to bleach as an affordable alternative to surface care to help eliminate germs as they focused on maintaining a hygienic living environment. Throughout the pandemic, lo...

Euromonitor International's Bleach in Hong Kong, China 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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