

Bleach in the Philippines

Market Direction | 2023-02-17 | 15 pages | Euromonitor

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Report description:

Bleach is the second largest home care category in the Philippines after laundry care in retail volume terms. Its enduring popularity is because it is an inexpensive and multifunctional product that can clean not only surfaces but can also be used as an additive to clean and whiten laundry, to clean toilets, floors, kitchen tiles, and bathrooms. Older generations and those living in rural areas are among the biggest consumers of bleach, with these consumers appreciating the fact it can be used t...

Euromonitor International's Bleach in Philippines 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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2022 DEVELOPMENTS

Bleach remains a popular choice for sanitation thanks to its multifunctionality and affordability

Zonrox retains dominance thanks to strong marketing message and brand loyalty

High inflation favours bleach

PROSPECTS AND OPPORTUNITIES

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