

## **Bleach in Chile**

Market Direction | 2023-03-16 | 16 pages | Euromonitor

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### **Report description:**

As the simplest, cheapest, and best-known disinfectant in Chile, bleach was the strongest performer in home care following the emergence of the pandemic in 2020, as consumers looked for effective solutions to cleaning different areas in and around the home in an attempt to control the spread of the virus. Players and retailers were not prepared for the surge in demand for disinfection-based products, and as bleach sales surged, there were unprecedented stock shortages. As local consumers gradual...

Euromonitor International's Bleach in Chile 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 CHILE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Further declines for bleach following pandemic-driven surge in 2020

Extraordinary circumstances of bleach growth has lasting impact on producers

Smaller and informal brands appear with pandemic before quickly exiting

PROSPECTS AND OPPORTUNITIES

Slow modernisation of bleach as players adapt to changing demands

Virutex Ilko continues to expand, with major plans for the future

Adverse economic conditions set to favour bleach in 2023

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 CHILE

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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