

## **Bleach in Australia**

Market Direction | 2023-03-22 | 16 pages | Euromonitor

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### **Report description:**

Bleach continued to experience declines in both retail value and volume sales in 2022. Its initial surge in 2020 was fuelled by the high demand for disinfectant products amidst the COVID-19 outbreak in Australia. However, bleach encountered several obstacles that impeded its performance in the following years as it returned to the declining trajectory already noted over the review period up to 2019. One primary challenge is that this product has a limited target audience, primarily comprising ol...

Euromonitor International's Bleach in Australia 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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