

Bleach in Canada

Market Direction | 2023-06-09 | 17 pages | Euromonitor

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Report description:

Sales of bleach declined in 2022 in current value and retail volume terms. Demand for bleach had rocketed at the onset of the pandemic with it being seen as the most effective solution for curbing the spread of COVID-19. However, as COVID-19 fears subsided some of the negative perceptions around bleach resurfaced. For example, some consumers do not like bleach because of concerns around the impact that it can have on human health and the environment with many people preferring more sustainable a...

Euromonitor International's Bleach in Canada 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Retail e-commerce fails to find a significant footing in bleach due to low pricing

Clorox continues to lead the category but loses share

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Health concerns and demand for convenience potential barriers to growth

Eco-friendly options like oxygen bleach could help to address environmental concerns

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