

Bleach in Austria

Market Direction | 2024-02-21 | 16 pages | Euromonitor

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Report description:

Post-COVID-19, sales of bleach have been declining in Austria due to growing consumer concerns about its strong chemical composition. During the pandemic, local consumers sought strong cleaners to reduce the risk of infection. Although many consumers consider bleach to be aggressive and potentially harmful, it benefited from its powerful antibacterial properties. With the threat of COVID-19 continuing to fade, bleach is no longer seen as an appealing cleaning product, and the perception that it...

Euromonitor International's Bleach in Austria 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 2028 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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Highly concentrated competitive landscape in 2023 reflects the dwindling popularity of bleach

Bleach is now considered an irrelevant laundry care solution for most Austrians

PROSPECTS AND OPPORTUNITIES

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