

Bleach in Belgium

Market Direction | 2024-02-21 | 15 pages | Euromonitor

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Report description:

Bleach witnessed a remarkable turnaround in fortunes in 2020 with it seen as an affordable and effective home care solution. This dynamism was short lived however with sales tumbling in 2021 and 2022 as restrictions were eased and then lifted, and Belgium saw a return to normality. Consumers shifted back to other home care products which are seen to be safer. Further, as fears around COVID-19 softened, interest in disinfectants such as bleach started to wane.

Euromonitor International's Bleach in Belgium 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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