

Bleach in Brazil

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

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Report description:

In 2023, bleach recorded high single-digit retail value growth, along with stable demand. Despite the positive performance, it is clear that there was some level of deceleration compared to the previous year, due to lower inflationary pressures. The improving economic framework encouraged some Brazilian consumers to search for substitutes that could also offer affordability and strong cleaning performance, on a better cost-benefit relation, such as standard floor cleaners and home care disinfect...

Euromonitor International's Bleach in Brazil 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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