

Bleach in Canada

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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Report description:

In 2023, bleach sales increased in retail value terms, primarily driven by price increases, with heightened prices leading to a retail volume decline. Although bleach has traditionally been used as a cleaning agent, consumers are concerned about the potential health effects of bleach use, which is challenging sales. Bleach is formulated with harsh, corrosive chemicals that can be harmful to the eyes and skin through contact. Additionally, bleach can produce toxic gases when mixed with other chem...

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 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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Private label gains ground as price sensitivity shapes buying habits

Clorox Co of Canada Ltd retains its lead with its well-established product

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