

Bleach in Chile

Market Direction | 2024-02-19 | 14 pages | Euromonitor

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Report description:

Retail volume sales of bleach declined for a third consecutive year in 2023 following peak sales achieved in 2020. During the pandemic, local consumers sought efficient cleaning solutions for different areas in and around their homes as a measure to mitigate the virus's transmission. However, volume sales of bleach remained below levels registered in 2019, because of high inflation and decreasing purchasing power as consumers cleaned less frequently than usual to save money. Greater time spent o...

Euromonitor International's Bleach in Chile 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.

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2023 DEVELOPMENTS

Bleach volumes decline as use normalises after high demand during pandemic
Complex economic situation mitigates the decline in bleach sales
Private label gains ground, driven by more competitive prices compared to leading brands

PROSPECTS AND OPPORTUNITIES

Modernisation of bleach will boost demand
Unit price increase to be driven by penetration of products offering specific value
Adverse economic conditions are expected to favour the use of bleach in 2024

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