

Bleach in China

Market Direction | 2024-02-21 | 14 pages | Euromonitor

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Report description:

Bleach saw low single-digit growth in retail value in 2023, though the growth rate continued fell compared with the previous two years. Bleach saw relatively strong growth during the period 2020-2022 compared to previous years, mainly due to consumers' increased hygiene awareness. Bleach is known for its strong disinfecting properties, and sales benefited from the heightened focus on preventing the spread of COVID-19. As the impact of the pandemic recedes, growth in sales of bleach has slowed co...

Euromonitor International's Bleach in China 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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