

## Bleach in Croatia

Market Direction | 2024-02-22 | 14 pages | Euromonitor

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### **Report description:**

Bleach was heavily used during the initial stage of the pandemic as consumers prioritised the effectiveness of bleach as they sought to remove any possible COVID-19 infection on surfaces. The pandemic was officially declared over in Croatia on 11 May 2023 and this dampened volume sales of bleach despite a strong unit price decline as consumers have become relaxed about COVID-19 and there was not the same level of frenetic cleaning in order to remove any residue of the virus.

Euromonitor International's Bleach in Croatia 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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Dampened sales with the end of the pandemic and environmental concerns

Strong e-commerce growth as consumers appreciate its convenience and prices

Domestos retains its dominance of bleach as an established and trusted brand

#### PROSPECTS AND OPPORTUNITIES

Health and environmental concerns will see consumers switching to less harmful alternatives

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