

Bleach in Dominican Republic

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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Report description:

Bleach is widely used by Dominicans as it is considered highly versatile and is frequently used for cleaning floors, as a surface disinfectant and occasionally as a bleach in laundry. Its multipurpose benefits and lower unit price compared to specific surface cleaning products, has helped to support volume growth in 2023. Consumers continue to look for cheaper alternatives when purchasing household cleaning products and bleach has capitalised on this trend.

Euromonitor International's Bleach in Dominican Republic 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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