

Bleach in Ecuador

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

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Report description:

Bleach is a sizable product area in Ecuador, as consumers appreciate its affordable pricing. During the COVID-19 pandemic, bleach was one of the star products for home disinfection and consequently volume sales expanded by over one-third in 2020 alone. With the pandemic losing its strength, the purchase of bleach has subsided. However, residual consumption of bleach remains notably higher than pre-pandemic levels. Consumers have incorporated enhanced cleaning routines into their lifestyles, and...

Euromonitor International's Bleach in Ecuador 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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Sustained residual demand after the pandemic

Informal market hampers growth

Institutional sales are the drivers of the category

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