

Bleach in Egypt

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

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Report description:

Perceived as an essential home care product in Egypt, sales volumes of bleach maintained their growth in 2023. In addition to its primary use of bleaching clothes, bleach is also used for other household tasks such as cleaning bathrooms, removing mildew, and cleaning glass dishes, which has contributed to its consistent growth in sales volumes. Although the inflation rate in 2023 exceeded 38% as of September, the average price of bleach only increased by 10% as its production is much less depend...

Euromonitor International's Bleach in Egypt 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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Demand for bleach remains stable, supported by affordability and heightened hygiene awareness

Two brands dominate bleach, making it difficult for smaller players to enter

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