

## **Bleach in Georgia**

Market Direction | 2024-02-22 | 12 pages | Euromonitor

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### **Report description:**

Bleach is a traditional home care product in Georgia, that is widely known and used by locals. Price sensitivity has encouraged consumption of bleach in 2023 due to its low price per unit. Thus, bleach remains an attractive product among consumers looking to economise. The assortment of bleach products is extensive in terms of the variety of packaging sizes available. However, competition in the bleach category is limited to a few players that enjoy a high retail value share. Leading brand Ace f...

Euromonitor International's Bleach in Georgia 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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### **Table of Contents:**

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## List Of Contents And Tables

### BLEACH IN GEORGIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bleach is a traditional home care product

Competition intensifies with surface care

Health concerns taint the product's appeal

#### PROSPECTS AND OPPORTUNITIES

Bleach category to contract as consumers switch to surface care

Modern retailing to stifle development of bleach

Health concerns to hinder demand

#### CATEGORY DATA

Table 1 Sales of Bleach: Value 2018-2023

Table 2 Sales of Bleach: % Value Growth 2018-2023

Table 3 NBO Company Shares of Bleach: % Value 2019-2023

Table 4 LBN Brand Shares of Bleach: % Value 2020-2023

Table 5 Forecast Sales of Bleach: Value 2023-2028

Table 6 Forecast Sales of Bleach: % Value Growth 2023-2028

### HOME CARE IN GEORGIA

#### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

#### MARKET INDICATORS

Table 7 Households 2018-2023

#### MARKET DATA

Table 8 Sales of Home Care by Category: Value 2018-2023

Table 9 Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home Care: % Value 2019-2023

Table 11 LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 Distribution of Home Care by Format: % Value 2018-2023

Table 13 Distribution of Home Care by Format and Category: % Value 2023

Table 14 Forecast Sales of Home Care by Category: Value 2023-2028

Table 15 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 Research Sources

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