

## **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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