

Bleach in Greece

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

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Report description:

Despite bleach remaining in a volume slump and suffering from maturity, the category is actually somewhat benefitting from consumers' reduced purchasing power. Essentially, bleach offers a cheap and effective cleaning solution, despite its negative environmental image and the fact there are little to no developments within the category. Bleach also offers very low margins for manufacturers, making it an unappealing area for added-value product developments.

Euromonitor International's Bleach in Greece 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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