

## Bleach in Italy

Market Direction | 2024-02-21 | 17 pages | Euromonitor

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### Report description:

Volume sales of bleach continued to decline in 2023, although demand remained above pre-pandemic levels. Increasingly viewed as an old-fashioned product, bleach enjoyed a major resurgence in 2020, due to its well-recognised sanitising properties, with consumers spending more time cleaning high-touch surfaces such as kitchen counters and door handles to keep the COVID-19 virus at bay. However, this was followed by a slump in demand in 2021, a trend that continued into 2022 and 2023 albeit to a le...

Euromonitor International's Bleach in Italy 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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Waning interest in bleach post-pandemic

Bleach remains widely available on retailers' shelves

Shift towards softer, kinder products undermines growth in bleach

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Bleach's sales prospects lie in its perception as a cheap alternative to surface care products

Increased focus on environmental impact and water disposal

Rising interest in alternatives to liquid bleach driven by online delivery issues

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