

Bleach in Kazakhstan

Market Direction | 2024-02-22 | 15 pages | Euromonitor

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Report description:

Bleach saw moderate sales growth in volume terms in 2023. Bleach has benefited from the country's economic uncertainty and reduced disposable incomes, with local consumers viewing it as an inexpensive and reliable disinfectant despite its pungent odour, toxicity and questionable environmental impact. Bleach was also boosted during the COVID-29 pandemic, thanks to heightened hygiene habits. While sales of strong cleaning products have slowed since the time of COVID-19, bleach remains in demand ov...

Euromonitor International's Bleach in Kazakhstan 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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