

## **Bleach in Lithuania**

Market Direction | 2024-02-22 | 14 pages | Euromonitor

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### **Report description:**

Bleach is a mature category with limited activity in Lithuania. It faces strong competition from colour safe laundry bleach and various surface cleaning options, which are widely available at different price points and constantly innovating. Bleach is championed by some consumers because of its low price and high effectiveness, as it helps to leave surfaces crystal clear and free from bacteria. Overall, it is not a popular home care product in Lithuania.

Euromonitor International's Bleach in Lithuania 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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