

## **Bleach in Mexico**

Market Direction | 2024-02-21 | 16 pages | Euromonitor

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### **Report description:**

Bleach maintained retail volume and current value growth in 2023. It remains a very popular product in Mexico due to its low price, which makes it affordable for low-income consumers. At the same time, bleach is also valued for its sanitising properties, with many consumers using the product to clean floors, bathrooms, kitchens, and high-touch surfaces. The product is also easily available via both traditional and modern retail channels, which explains its high penetration in the country. However...

Euromonitor International's Bleach in Mexico 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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New references contribute to growth in bleach

Cloralex maintains its lead, but private label plays an increasingly important role

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