

## **Bleach in New Zealand**

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

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### **Report description:**

In 2023, value sales growth within the bleach category remained robust, significantly influenced by inflationary pressures. Despite the stabilisation of fuel costs following the initial shock in 2022 after the Russian invasion of Ukraine, the Government's temporary removal of excise duty on petrol in July led to increased costs passed on to consumers. Additionally, flooding and extreme weather events in early 2023 created substantial pressure on the country's infrastructure, resulting in widespr...

Euromonitor International's Bleach in New Zealand 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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