

Bleach in North Macedonia

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

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Report description:

Bleach continued to see substantial volume sales falls in 2023, posting the deepest decline recorded across all of home care. Bleach suffers from drastically reduced population among local consumers, undermining demand. However, the category managed to post solid current value growth in 2023 thanks to high inflation triggering product price hikes.

Euromonitor International's Bleach in North Macedonia 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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2023 DEVELOPMENTS

Bleach remains on its downward trajectory

Lack of innovation leads to lack of interest in bleach

Few players compete within bleach as Alkaloid leads

PROSPECTS AND OPPORTUNITIES

No hope forecast for bleach as eco-trends will accelerate

Lack of activity to further fuel descent

Alkaloid's continued dominance will remain unchallenged, with current distribution trends continuing

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