

Bleach in Norway

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

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Report description:

Despite receiving a boost during the pandemic thanks to its well-recognised and effective sanitising properties, bleach is increasingly viewed as an old-fashioned product, and registered volume sales decline once again in 2023. Nevertheless, remains a tried and tested cleaning product, particularly among older consumers.

Euromonitor International's Bleach in Norway 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Outdated bleach registers a decline in sales in 2023

Consumers continue to shift away from bleach to surface care due to sustainability concerns

High price points favour sales through discounters and private label lines

PROSPECTS AND OPPORTUNITIES

Old-fashioned image will further hamper growth, though bleach will retain some popularity among older consumers

Health and environmental concerns will limit demand for bleach

Consolidated competitive landscape will further hamper innovation in the years ahead

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