

## **Bleach in Peru**

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

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### **Report description:**

Demand for bleach soared following the outbreak of COVID-19 with it seen to be an affordable and highly effective way to disinfect the home. Bleach was even being recommended by doctors as a preventive measure to prevent the spread of COVID-19. However, with the WHO declaring the health crisis to be over in 2023 consumer concerns around the need to disinfect homes softened with consumers instead switching to more convenient solutions such as multi-purpose cleaners, or traditional alternatives su...

Euromonitor International's Bleach in Peru 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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Consumers migrate to discounters in search of savings

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