

## **Bleach in Saudi Arabia**

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

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### **Report description:**

Unlike many home care categories in 2023, the average unit price of bleach continued to rise in Saudi Arabia, resulting in more dynamic current value growth compared to retail volume. Nevertheless, demand continued to rise in 2023, as bleach offers a much lower average unit price compared to surface care, for instance. Therefore, despite growing concerns about the chemical composition of bleach, with some consumers moving to non-aggressive and gentler cleaning alternatives, the multifunctional n...

Euromonitor International's Bleach in Saudi Arabia 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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Competitive price, multifunctionality and heightened hygiene awareness sustain demand for bleach

Bleach retains loyal consumer base, driven by older generation

Clorox retains its dominance in bleach

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