

## **Bleach in Slovakia**

Market Direction | 2024-02-23 | 14 pages | Euromonitor

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### **Report description:**

Bleach is an uninteresting category which remains in a volume slump, which is only expected to deepen over the coming years. Consumers are increasingly perceiving bleach as old-fashioned and toxic, thus resulting in low demand. In turn, players are showing little interest in developments or activity in the category. Bleach also sees competition from laundry care, due to its usage in this context. Added to which, bleach is a strongly consolidated category, with Savo Perex (Unilever Slovensko spol...

Euromonitor International's Bleach in Slovakia 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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