

Bleach in the Netherlands

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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Report description:

With rising prices in 2023 consumers sought ways to save money whenever possible. Despite hefty price increases in 2022 and 2023, private label bleach products remained inexpensive. Bleach is still seen to be an effective cleaning product, and many Dutch consumers still appreciate its powerful disinfectant properties. As such, private label grew faster than brands in bleach in 2023, thanks to consumers who started to buy bleach instead of surface care products. Further boosting growth was the in...

Euromonitor International's Bleach in Netherlands 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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