

Bleach in the US

Market Direction | 2024-02-20 | 19 pages | Euromonitor

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Report description:

Like many other home care categories, bleach in the US witnessed a trend of escalating prices in 2023 among both national brands and private label, with double-digit unit price growth helping to offset declines in retail volume sales. Despite these price increases, the volume decline observed in 2023 was less pronounced than in previous years, indicating a potential normalisation in consumer purchasing behaviour for essential home care products such as bleach, even in the face of elevated prices...

Euromonitor International's Bleach in USA 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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Consumer preference for alternative cleaners contributes to volume declines

Design changes reduce packaging with more concentrated formulations

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