

## **Bleach in Vietnam**

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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### **Report description:**

Despite its maturity, bleach continued to grow in retail volume and current value terms in 2023. Not only is it considered affordable, it also regarded as a powerful multipurpose home care product. With a heightened demand for greater hygiene, formed as a result of the pandemic, bleach saw an increased demand as consumers sought effective solutions for surface disinfection. In certain regions, the practice of using a bleach solution to clean floors is also common, due to its perceived efficacy i...

Euromonitor International's Bleach in Vietnam 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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##### 2023 DEVELOPMENTS

Bleach continues to see stable growth, despite its maturity, with movement towards scented products

My Hao Javel retains its leading position

Offline channel remains dominant, despite growing attraction of e-commerce

##### PROSPECTS AND OPPORTUNITIES

Continued, but slower growth expected over forecast period

Wider diversity of brands and ongoing innovation will drive growth in bleach products

Switch towards e-commerce will be challenged by strength of offline channel

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