Bleach in South Africa

Market Direction | 2024-03-12 | 15 pages | Euromonitor

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Report description:

Demand for bleach in South Africa remained stable in 2023, with some consumers choosing this more affordable alternative to surface care due to the impact of inflation on disposable incomes. However, inflationary pressures resulted in category leader Domestos (Unilever) losing notable value share in 2023. Offering a thicker consistency of bleach, the set price is higher than thin formats, which reduced its affordability to many local consumers, in addition to considering the additional costs ass...

Euromonitor International's Bleach in South Africa 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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