

Bleach in Germany

Market Direction | 2024-04-26 | 15 pages | Euromonitor

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Report description:

Bleach in Germany, despite its effective disinfecting properties, has fallen out of favour with the majority of local consumers due to its perception as a strong chemical. As a result, volume sales of bleach have been declining. This shift in consumer behaviour is being driven by various factors, including an increasing awareness of the potential negative impacts of harsh chemicals on both personal health and the environment.

Euromonitor International's Bleach in Germany 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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