

## **Bleach in Chile**

Market Direction | 2025-02-05 | 15 pages | Euromonitor

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### **Report description:**

Despite an overall decline in retail volume terms in 2024, the penetration of bleach among Chilean households remained extremely high at the end of the review period, with this maturity limiting further growth prospects. During difficult economic situations, local consumers tend to adjust their bleach usage, using less but with greater care. On the other hand, a further rise in the average unit price continued to drive up value sales in 2024.

Euromonitor International's Bleach in Chile 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 2029 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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