

Bleach in Colombia

Market Direction | 2025-02-05 | 16 pages | Euromonitor

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Report description:

Private label now dominates sales of bleach in Colombia having taken further share from traditional brands like Clorox Chlorine Bleach in 2024. The high penetration of private label bleach in Colombian households has, however, had a negative impact on growth in current value terms, with it serving to push prices down. Nonetheless, on the flipside, the rapid rise of private label bleach continued to have a positive impact on retail volume sales in 2024. The success of private label has been drive...

Euromonitor International's Bleach in Colombia 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.

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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