

Bleach in Croatia

Market Direction | 2025-02-06 | 14 pages | Euromonitor

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Report description:

The mature bleach category witnessed only marginal volume growth in 2024 reflecting the waning consumer interest in this product. Although bleach remains a staple in many households for its disinfecting properties, the category is seeing slower growth compared to previous years. This stagnation can be attributed to a variety of factors, including a shift towards alternative cleaning products, increased consumer awareness of environmental concerns, and the growing preference for multipurpose clea...

Euromonitor International's Bleach in Croatia 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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Oxygen-based bleaches claim to be less harsh on the environment

Domestos has dominant position in bleach category

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