

## **Bleach in Dominican Republic**

Market Direction | 2025-02-06 | 16 pages | Euromonitor

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### **Report description:**

In 2024, bleach showed moderate growth in retail volume terms, continuing to be widely used by Dominicans for its cleaning and disinfecting properties. However, in the post-pandemic era, the emphasis on disinfecting qualities has waned for many consumers. While antibacterial properties remain a priority when purchasing cleaning products, affordability and the ability to leave a pleasant fragrance have become equally important. As a result, bleach is facing increasing competition from disinfectan...

Euromonitor International's Bleach in Dominican Republic 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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Relevance of bleach as disinfectant loses momentum in post-pandemic period

Macier continues to dominate sales, underpinned by broad coverage and wide range of formats

Bleach is becoming a commodity product, with price the most important purchasing factor

#### PROSPECTS AND OPPORTUNITIES

Bleach could struggle to connect with younger generations

Bleach brands will seek to reinvent themselves with new formulations

Surface cleaners will be increasingly positioned as alternatives to bleach

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