

Bleach in Hong Kong, China

Market Direction | 2025-02-17 | 15 pages | Euromonitor

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Report description:

Sales of bleach in Hong Kong continued to decline in 2024 in both retail volume and current value terms. Post-pandemic, a large number of consumers are now spending greater time outside of their homes. As a result, the number of consumers demanding bleach to help eliminate germs and maintain a hygienic living environment has decreased. After seeing a significant increase in 2020, demand had fallen below pre-pandemic levels by 2022, with this negative trajectory continuing into 2024.

Euromonitor International's Bleach in Hong Kong, China 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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