

## **Bleach in Hungary**

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

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### **Report description:**

Bleach experienced a decline in retail volume sales for the fourth consecutive year in Hungary in 2024. Demand surged during the COVID-19 pandemic, as consumers placed greater emphasis on hygiene. However, in recent years, Hungarian consumers have increasingly shifted towards products with fewer chemicals, driven by growing concerns about the environment and health. Moreover, bleach has seen minimal innovation and limited promotional efforts, with manufacturers opting to focus on more profitable...

Euromonitor International's Bleach in Hungary 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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