

Bleach in Indonesia

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

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Report description:

In 2024, bleach in Indonesia continued to follow a negative trend in terms of volume sales and recorded only marginally positive retail current value growth in Indonesia, largely due to the lack of innovation and development within the category. Consumers are increasingly gravitating towards laundry detergents that offer value-added benefits such as stain removal, whitening, and disinfecting properties, reducing the need for traditional bleach. These multi-functional detergents provide a more co...

Euromonitor International's Bleach in Indonesia 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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KEY DATA FINDINGS

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Bleach continues to wane as it faces increasing irrelevance and lack of innovation

BayClin and So Klin maintain category dominance in 2024

Sachet packaging formats appeal to rural and cost-conscious consumers

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Bleach unlikely to regain lost ground during forecast period

Alternative products offer superior functionality to bleach

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