

## **Bleach in Ireland**

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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### **Report description:**

After a brief resurgence in 2020 due to COVID-19, retail volume sales of bleach began to decline in 2021, and this downward trend continued in 2024. Nonetheless, its reputation as a versatile, "old-school" cleaning solution makes it a staple in many households, particularly among older or more price-sensitive consumers. On the other hand, many younger consumers view it as outdated and toxic. Numerous publications on the damaging health effects of chlorine bleach, especially on the respiratory sy...

Euromonitor International's Bleach in Ireland 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.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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