

Bleach in Kenya

Market Direction | 2025-02-26 | 15 pages | Euromonitor

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Report description:

Bleach saw strong growth in retail volume and current value terms in 2024 with Reckitt Benckiser East Africa Ltd's Jik brand remaining the clear leader in terms of value share. The strong growth being seen in bleach is, however, attracting new players and new products into the market. For example, in 2024 Omo launched a new lavender-scented bleach into the Kenyan market, aiming to stay ahead of the competition by combining innovation with a strong focus on the growing consumer preference for mor...

Euromonitor International's Bleach in Kenya 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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Affordable bleach alternatives gain popularity.

Brands leveraging promotional discounts to attract price-sensitive consumers

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