

Bleach in Malaysia

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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Report description:

Retail volume sales of bleach remained fairly stable in 2024, despite the growing availability of more innovative cleaning products. Bleach's affordability and versatility ensure its continued popularity among rural consumers, lower-income households, and overseas workers. Its multipurpose functionality - with the ability to remove tough stains, disinfect surfaces and toilets, and whiten clothes- offers an economical alternative to purchasing multiple task-specific cleaners.

Euromonitor International's Bleach in Malaysia 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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2024 DEVELOPMENTS

Bleach retains its popularity, thanks to its versatility and affordability

Rising health and environmental concerns have negative impact on sales

Home care disinfectants offer a safer and more convenient alternative to bleach

PROSPECTS AND OPPORTUNITIES

Bleach will remain popular amongst price-sensitive consumers, who will show little brand loyalty

Growing demand for more sustainable products will undermine sales

E-commerce sales will continue to rise, although physical stores will remain important

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