

## **Bleach in New Zealand**

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

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### **Report description:**

Despite maturity, bleach in New Zealand enjoyed a small rebound in demand in 2024, as inflationary pressures eased in the market. Thus, consumers were more likely to replenish stocks of bleach at home, along with purchases of other home care products. The cost-of-living pressures on consumers impacted nearly every facet of retailing, including home care, in New Zealand. High inflation from 2022 through to mid-2024 resulted in elevated interest rates from the country's central bank. For example,...

Euromonitor International's Bleach in New Zealand 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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