

## **Bleach in Poland**

Market Direction | 2025-02-06 | 16 pages | Euromonitor

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### **Report description:**

Bleach saw a decline in retail value sales in current terms in Poland in 2024. The continued decline in the category results from the fact that bleach is increasingly recognised as harmful to health and the environment, as well as less versatile than products such as multi-purpose cleaners. Sales volumes are also decreasing, despite occasional efforts to revive the category through new scents or improved formulations, which have failed to sustain long-term consumer interest.

Euromonitor International's Bleach in Poland 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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### **Table of Contents:**

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List Of Contents And Tables

BLEACH IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further decline

Consumers looking for safer and more convenient alternatives

Procter & Gamble leads, while discounters remains largest distribution channel

PROSPECTS AND OPPORTUNITIES

Manufacturers may look to revive interest through improved formulations

Private label set to gain share

Health and sustainability concerns to drive down sales

CATEGORY DATA

Table 1 Sales of Bleach: Value 2019-2024

Table 2 Sales of Bleach: % Value Growth 2019-2024

Table 3 NBO Company Shares of Bleach: % Value 2020-2024

Table 4 LBN Brand Shares of Bleach: % Value 2021-2024

Table 5 Forecast Sales of Bleach: Value 2024-2029

Table 6 Forecast Sales of Bleach: % Value Growth 2024-2029

HOME CARE IN POLAND

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2019-2024

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2019-2024

Table 9 Sales of Home Care by Category: % Value Growth 2019-2024

Table 10 NBO Company Shares of Home Care: % Value 2020-2024

Table 11 LBN Brand Shares of Home Care: % Value 2021-2024

Table 12 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 13 Distribution of Home Care by Format: % Value 2019-2024

Table 14 Distribution of Home Care by Format and Category: % Value 2024

Table 15 Forecast Sales of Home Care by Category: Value 2024-2029

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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