

Bleach in Singapore

Market Direction | 2025-02-07 | 15 pages | Euromonitor

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Report description:

Bleach saw flat, albeit marginally positive, volume sales in 2024, with small value sales. This shows a fairly resilient performance in a category which is facing ongoing challenges and, indeed, is expected to slump into declines over the forecast period. Notably, consumers are becoming increasingly concerned about the use of bleach, as instead they increasingly prioritise health, safety, and environmental sustainability in their cleaning product choices. Indeed, the spotlight on bleach has shar...

Euromonitor International's Bleach in Singapore 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing health concerns continue regarding the use of bleach
Private label is strong in bleach, due to offering affordable and practical cleaning solutions
E-commerce continues to gain ground for bleach sales

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Could bleach become a popular multi-purpose solution?
Private labels will continue to lead bleach
Bleach will continue to face competition from multi-surface cleaners

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