

Bleach in South Africa

Market Direction | 2025-02-05 | 15 pages | Euromonitor

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Report description:

Bleach showed continued solid retail volume and current value growth in South Africa in 2024. This was largely driven by consumer demand for effective home care products with multiple uses. The multifunctionality of bleach has made the product a staple in households. Although consumer spending is under pressure, home hygiene trends have persisted. The antibacterial properties of bleach have kept it in demand as a disinfectant and cleaning solution. These properties are of particular interest to...

Euromonitor International's Bleach in South Africa 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.

Table of Contents:

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List Of Contents And Tables

BLEACH IN SOUTH AFRICA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in demand for bleach remains stable in 2024

Domestos retains its lead in bleach, but sees challenges

Value offerings from brands support demand for bleach

PROSPECTS AND OPPORTUNITIES

Stable but slower growth expected for bleach as inflation eases

Private label set to continue to enjoy popularity due to lower prices

Potential for spikes in sales if outbreaks of cholera recur

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 SOUTH AFRICA

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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