

## **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.

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