

Bleach in Sweden

Market Direction | 2025-02-06 | 15 pages | Euromonitor

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Report description:

Bleach has increasingly come to be seen as an outdated and old-fashioned product by households, and in 2024 Sweden's bleach category saw further falls in both retail volume and current value terms. The product's perception has been compounded by a glaring absence of product development and innovation. In fact, there has been no discernible advancement or new product launches in 2024 or the latter years of the review period. Such lack of an innovation catalyst has left the category stagnating, un...

Euromonitor International's Bleach in Sweden 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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