

Bleach in Uruguay

Market Direction | 2025-02-13 | 15 pages | Euromonitor

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Report description:

The rate of growth in retail current value sales of bleach slowed significantly in 2023. Moreover, both retail constant value sales and retail volume sales declined. Having surged in 2020 due to COVID-19, retail volume sales declined steadily during the remainder of the review period, as the threat posed by the pandemic diminished. An improving economic situation also had a deleterious effect on demand for bleach in 2024, as the annual rate of inflation was brought within the central bank's targ...

Euromonitor International's Bleach in Uruguay 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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Retail volume sales continue to decline from COVID-19 high amid improving economic conditions

Electroquímica SA dominates with Agua Jane and Sello Rojo

Gel bleach grows in popularity

PROSPECTS AND OPPORTUNITIES

Affordability, preventative healthcare, wide distribution and versatility will remain key growth drivers

Increased awareness of bleach's disinfectant properties will continue to boost demand

New formats, particularly gel bleach, will grow in popularity

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