

## **Bleach in Vietnam**

Market Direction | 2025-02-07 | 17 pages | Euromonitor

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### **Report description:**

Despite its maturity, bleach in Vietnam maintained solid growth in retail volume terms in 2024, along with slightly stronger retail current value growth. Not only is bleach considered affordable, it is also regarded as a powerful multipurpose home care product. However, the rates of volume growth saw a slowdown over the course of the review period. The Vietnamese market is already saturated with a wide range of bleach products, alongside a growing presence of alternative concentrated detergents...

Euromonitor International's Bleach in Vietnam 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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Eco-friendly ingredients and reduced consumer harm are key factors driving demand

Bleach is widely available across various retail channels in Vietnam

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