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Bleach in Nigeria

https://marketpublishers.com/r/B02C549F63EEN.html
Date: February 2024
Pages: 15
Price: US$ 990.00 (Single User License)
ID: B02C549F63EEN

Abstracts

Bleach performs well in retail volume growth regardless of the high inflation that impacted consumers' purchasing power. The product is considered essential in-home care, with consumers applying bleach to their white clothes or clothes with stubborn stains, as well as using the product as a household multi-purpose cleaner for kitchens, bathrooms and toilets. Therefore, the growth in retail volume terms amid increased unit prices drove strong double-digit retail value sales in 2023.

Euromonitor International's Bleach in Nigeria 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 2028 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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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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