

Bleach in Portugal

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Abstracts

Bleach saw continued volume decline in 2023, though an older, generally lower-income, consumer group remained loyal to the category, preventing a stronger decline. Bleach is increasingly seen as old-fashioned and potentially harmful to human health and the environment - thereby falling foul of the prominent trends towards health and wellness and eco-consciousness. Moreover, the category saw demand further undermined by the waning consumer interest in products with disinfectant properties as the...

Euromonitor International's Bleach in Portugal 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.

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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