

Bleach in Russia

URL:	https://marketpublishers.com/r/BE118AF1D51EN.html
Date:	February 9, 2018
Pages:	13
Price:	US\$ 990.00
ID:	BE118AF1D51EN

Although bleach can be used for various applications, such as toilet and floor cleaning or laundry, in general it is considered a very old-fashioned product by the vast majority of Russian consumers. Moreover, it is perceived that bleach with chlorine may damage clothes and therefore many consumers prefer alternative bleaching options, such as colour safe laundry bleach.

Euromonitor International's Bleach in Russia 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 2022 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.

Table of Content

Headlines

Prospects

Bleach Loses Out To Alternative Products

Average Unit Price Is Not Expected To Rise

Competitive Landscape

Ace Loses Its Competitive Advantage

Belizna Is Synonymous With Bleach in Russia

Category Data

Table 1 Sales of Bleach: Value 2012-2017

Table 2 Sales of Bleach: % Value Growth 2012-2017

Table 3 NBO Company Shares of Bleach: % Value 2013-2017

Table 4 LBN Brand Shares of Bleach: % Value 2014-2017

Table 5 Forecast Sales of Bleach: Value 2017-2022

Table 6 Forecast Sales of Bleach: % Value Growth 2017-2022

Executive Summary

Market Remains Uncertain

Migration To Cheaper Products Continues

Major Players Defend Their Ground

Price-cutting Impacts Home Care

Home Care Is Set for Stagnation Rather Than Growth

Market Indicators

Table 7 Households 2012-2017

Market Data

Table 8 Sales of Home Care by Category: Value 2012-2017

Table 9 Sales of Home Care by Category: % Value Growth 2012-2017

Table 10 NBO Company Shares of Home Care: % Value 2013-2017

Table 11 LBN Brand Shares of Home Care: % Value 2014-2017

Table 12 Penetration of Private Label in Home Care by Category: % Value 2012-2017

Table 13 Distribution of Home Care by Format: % Value 2012-2017

Table 14 Distribution of Home Care by Format and Category: % Value 2017

Table 15 Forecast Sales of Home Care by Category: Value 2017-2022

Table 16 Forecast Sales of Home Care by Category: % Value Growth 2017-2022

Sources

Summary 1 Research Sources

I would like to order:

Product name: Bleach in Russia
Product link: <https://marketpublishers.com/r/BE118AF1D51EN.html>
Product ID: BE118AF1D51EN
Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/BE118AF1D51EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**