



Bleach in the US

February 2024

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Bleach in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes contribute to value growth, offsetting weak demand for bleach
Consumer preference for alternative cleaners contributes to volume declines
Design changes reduce packaging with more concentrated formulations

PROSPECTS AND OPPORTUNITIES

Further decline in demand over forecast period, as consumers opt for less harsh alternatives
Bleach retains key disinfecting function in household cleaning, preventing obsolescence
Occasion-based cleaning may contribute to lower sales over forecast period

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DISCLAIMER

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