



Bleach in Turkey

February 2024

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Bleach in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach maintains small but steady growth, with positive retail volume sales
The unit price of bleach experiences a double-digit rise, driving value growth
Innovative product launches from Domestos support category growth

PROSPECTS AND OPPORTUNITIES

Retail volume growth of bleach slows due to product maturity
International brands become increasingly challenged by local and private label goods
The germ-killing efficacy of bleach will mitigate the threat from surface care

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Retailing developments
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DISCLAIMER

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