



Bleach in Pakistan

February 2024

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Bleach in Pakistan - Category analysis

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Positive trajectory for bleach retail volume and value sales in 2023
Reckitt Benckiser enjoys brand loyalty to maintain leadership
Demographic trends remain a key factor in the positive demand trend

PROSPECTS AND OPPORTUNITIES

Laundry care substitutes to put pressure on bleach
Local players to increasingly see bleach as a viable and potentially lucrative home care space
Manufacturers to invest in new product development to resist substitution by surface care products

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DISCLAIMER

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