



Bleach in Canada

February 2024

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Bleach in Canada - Category analysis

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2023 DEVELOPMENTS

Health concerns, inconvenience, and rising prices challenge retail volume sales

Private label gains ground as price sensitivity shapes buying habits

Clorox Co of Canada Ltd retains its lead with its well-established product

PROSPECTS AND OPPORTUNITIES

Bleach declines, facing rising competition from other surface care products

E-commerce set to gain ground as retailers invest in the online platform

Eco-friendly options like oxygen bleach could help to address environmental concerns

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DISCLAIMER

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