



Bleach in Mexico

February 2024

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Bleach in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth is maintained, but is hampered by the popularity of surface care products

New references contribute to growth in bleach

Cloralex maintains its lead, but private label plays an increasingly important role

PROSPECTS AND OPPORTUNITIES

Brands will need to emphasise customer education and eliminate stereotypes to maintain demand

Innovations likely to continue to be seen in bleach

New distribution channels will be in the spotlight

CATEGORY DATA

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Table 2 - Sales of Bleach: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Bleach: % Value 2019-2023

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Home Care in Mexico - Industry Overview

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DISCLAIMER

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