



Bleach in Spain

February 2024

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Bleach in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low price point of bleach contributes to continued growth
Players incorporate new scents to generate consumer interest
Competitive landscape remains stable, with strong presence of private label

PROSPECTS AND OPPORTUNITIES

Product substitution expected as consumers seek out more specific surface cleaning products
Limited innovation is expected
Private label is likely to gain traction

CATEGORY DATA

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DISCLAIMER

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