



# Bleach in Egypt

February 2024

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## Bleach in Egypt - Category analysis

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#### 2023 DEVELOPMENTS

Demand for bleach remains stable, supported by affordability and heightened hygiene awareness

Two brands dominate bleach, making it difficult for smaller players to enter

Bleach pouches start to lose popularity again

#### PROSPECTS AND OPPORTUNITIES

Further demand for bleach to be driven by conventional uses

E-commerce is expected to maintain limited contribution to bleach sales

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