



Bleach in Uruguay

February 2024

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Bleach in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Less cleaning post pandemic leads to fall in volume sales

Lower availability of bleach in gel format

Local brand Agua Jane dominates

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Healthy constant value growth over forecast period

Bleach faces threat from alternative products such as surface and toilet care

Need for more innovation within bleach

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DISCLAIMER

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