



# Bleach in Saudi Arabia

February 2024

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## Bleach in Saudi Arabia - Category analysis

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#### 2023 DEVELOPMENTS

Competitive price, multifunctionality and heightened hygiene awareness sustain demand for bleach

Bleach retains loyal consumer base, driven by older generation

Clorox retains its dominance in bleach

#### PROSPECTS AND OPPORTUNITIES

Despite positive outlook, eco concerns and competition will remain relevant

Players could look to add value through scented and non-chlorine bleach

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