



# Bleach in Chile

February 2024

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## Bleach in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bleach volumes decline as use normalises after high demand during pandemic  
Complex economic situation mitigates the decline in bleach sales  
Private label gains ground, driven by more competitive prices compared to leading brands

#### PROSPECTS AND OPPORTUNITIES

Modernisation of bleach will boost demand  
Unit price increase to be driven by penetration of products offering specific value  
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