



# Bleach in Hong Kong, China

March 2024

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## Bleach in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bleach continues to decline as pandemic demand ends  
Odours and child safety concerns are also factors behind the decline of bleach  
Bleach continues to be valued by many consumers and businesses

#### PROSPECTS AND OPPORTUNITIES

Bleach expected to show a continued volume decline over the forecast period  
Local players will continue to hold limited shares as international players continue to dominate

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