



Bleach in Bolivia

February 2024

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Bleach in Bolivia - Category analysis

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2023 DEVELOPMENTS

Bleach sales supported by lower prices and its multifunctionality
Decades of smuggling impacting the category
Sierra Trading Company takes share with its low-priced Mr Cloro brand

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Price will remain a key determining factor in consumers' purchasing decisions
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Development of more sophisticated products if producers can widen availability and offer more affordable prices

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