



Bleach in Greece

February 2024

Table of Contents

Bleach in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite category maturity, bleach benefits from shrinking purchasing power

Leading brand Klinex sees its share cannibalised by private label

Lidl grows its share, driving sales via discounters

PROSPECTS AND OPPORTUNITIES

Bleach attracts low investment from manufacturers

High penetration allows limited room for growth

Sustainability may pose a threat to growth

CATEGORY DATA

Table 1 - Sales of Bleach: Value 2018-2023

Table 2 - Sales of Bleach: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Bleach: % Value 2019-2023

Table 4 - LBN Brand Shares of Bleach: % Value 2020-2023

Table 5 - Forecast Sales of Bleach: Value 2023-2028

Table 6 - Forecast Sales of Bleach: % Value Growth 2023-2028

Home Care in Greece - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023

Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 - Distribution of Home Care by Format: % Value 2018-2023

Table 14 - Distribution of Home Care by Format and Category: % Value 2023

Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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