



# Bleach in Israel

February 2024

Table of Contents

## Bleach in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of bleach continue to decline following surge during pandemic

High number of bleach recalls following standards review

Private label gains further share from major brands

#### PROSPECTS AND OPPORTUNITIES

Demand for bleach set to continue declining, in line with concerns over chemical use in the home

Nascent green trend offers home care brands expansion opportunities

New brands will likely be slow to enter local market, given pessimistic outlook

#### 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 Israel - 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

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### SOURCES

Summary 1 - Research Sources

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