



Bleach in North Macedonia

February 2024

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Bleach in North Macedonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach remains on its downward trajectory
Lack of innovation leads to lack of interest in bleach
Few players compete within bleach as Alkaloid leads

PROSPECTS AND OPPORTUNITIES

No hope forecast for bleach as eco-trends will accelerate
Lack of activity to further fuel descent
Alkaloid's continued dominance will remain unchallenged, with current distribution trends continuing

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DISCLAIMER

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