



Bleach in the United Kingdom

February 2024

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Bleach in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for bleach continues to decline
Price increases for private label bleach reach record highs of over 90%
Lack of innovation and increasing sustainability concerns

PROSPECTS AND OPPORTUNITIES

Further declines in bleach expected in the forecast period
Sustainability concerns to impact bleach negatively
Distribution channels to remain relatively consolidated, as consumers increasingly shop online

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DISCLAIMER

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