

Bleach in Costa Rica

February 2024

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Bleach in Costa Rica - Category analysis

KEY DATA FINDINGS

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Minimal value and volume growth in 2023
Clorox holds on to strong lead
Outbreak of dengue fever support sales of bleach

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Private label projected to expand over forecast period
Bleach faces threat from alternative products such as surface and toilet care
Increase use of greener packaging

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DISCLAIMER

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