



Euromonitor  
International

# Bleach in Ecuador

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## Bleach in Ecuador - Category analysis

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#### 2023 DEVELOPMENTS

Sustained residual demand after the pandemic

Informal market hampers growth

Institutional sales are the drivers of the category

#### PROSPECTS AND OPPORTUNITIES

Convenient multi-purpose cleaners will increasingly compete with bleach

Lack of differentiation limits value growth

Hard discounters to take share from small local grocers and informal market could lose relevance

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