



# Bleach in Latvia

February 2024

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## Bleach in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Detergents with disinfectant properties negatively impact sales of bleach  
Consumers spend less on bleach, moving towards eco-friendly alternatives  
Procter & Gamble Co offers Ace, leading the bleach landscape

#### PROSPECTS AND OPPORTUNITIES

The unhealthy composition of bleach negatively impacts sales  
The target demographic will primarily comprise of cost-conscious consumers  
Supermarkets will continue to be the preferred distribution channel for bleach

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