

Bleach in Norway

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Outdated bleach registers a decline in sales in 2023
Consumers continue to shift away from bleach to surface care due to sustainability concerns
High price points favour sales through discounters and private label lines

PROSPECTS AND OPPORTUNITIES

Old-fashioned image will further hamper growth, though bleach will retain some popularity among older consumers
Health and environmental concerns will limit demand for bleach
Consolidated competitive landscape will further hamper innovation in the years ahead

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Home Care in Norway - Industry Overview

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DISCLAIMER

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