



# Bleach in Norway

February 2024

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## Bleach in Norway - Category analysis

### 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Outdated bleach registers a decline in sales in 2023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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