

# Bleach in the Czech Republic

February 2024

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## Bleach in the Czech Republic - Category analysis

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#### 2023 DEVELOPMENTS

Retail volume declines as bleach products lack consumer appeal

Manufacturers lose interest in developing new products within bleach

Unilever CR extends its lead with the well-established offering Savo Perex

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Bleach continues to struggle as sales decline throughout the forecast period Players to focus on eco-friendly variants to align with rising trends Unilever to retain its leadership position on the landscape

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