

Bleach in Ireland

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach sales continue to decline, perceived as toxic and outdated
Price-sensitive consumers trade down, boosting share for private label in 2023
Irish consumers opt for bleach with thick formulas

PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners and toilet care challenges sales of bleach
Budget-conscious consumers will continue to use bleach as an effective cleaning agent
Players focus on sustainable packaging to offset negative perceptions of bleach

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Home Care in Ireland - Industry Overview

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DISCLAIMER

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