

Bleach in Greece

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite category maturity, bleach benefits from shrinking purchasing power
Leading brand Klinex sees its share cannibalised by private label
Lidl grows its share, driving sales via discounters

PROSPECTS AND OPPORTUNITIES

Bleach attracts low investment from manufacturers
High penetration allows limited room for growth
Sustainability may pose a threat to growth

CATEGORY DATA

- Table 1 - Sales of Bleach: Value 2018-2023
- Table 2 - Sales of Bleach: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Bleach: % Value 2019-2023
- Table 4 - LBN Brand Shares of Bleach: % Value 2020-2023
- Table 5 - Forecast Sales of Bleach: Value 2023-2028
- Table 6 - Forecast Sales of Bleach: % Value Growth 2023-2028

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

- Table 7 - Households 2018-2023

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2018-2023
- Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 13 - Distribution of Home Care by Format: % Value 2018-2023
- Table 14 - Distribution of Home Care by Format and Category: % Value 2023
- Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bleach-in-greece/report.