

# **Bleach in Taiwan**

February 2024

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## Bleach in Taiwan - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Bleach volume sales decline as the threat of COVID-19 reduces Reducing the unpleasant odour could drive further sales in bleach Use as a bathroom cleaner limits growth opportunities for bleach

### PROSPECTS AND OPPORTUNITIES

Bleach showcases slower growth as consumers favour modern surface cleaners Local players have a limited presence as international brands dominate High share for private label in bleach as consumers appreciate low price-points

#### CATEGORY DATA

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

#### Home Care in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

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

#### MARKET INDICATORS

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#### MARKET DATA

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

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Summary 1 - Research Sources

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