

Bleach in Poland

February 2024

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Bleach in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales decline as consumers remain concerned about potential harm to health
Procter & Gamble Operations maintains its lead with the brand Ace
Limited availability dampens sales, while retailers focus on eco-friendly options

PROSPECTS AND OPPORTUNITIES

Retail volume declines continue as consumers migrate to safer products
Innovations to focus on gentler formulas to appeal to consumers
The competitive landscape is influenced by low pricing and new product development

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DISCLAIMER

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