

# Bleach in Hungary

February 2024

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## Bleach in Hungary - Category analysis

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Bleach loses appeal post-pandemic as consumers choose gentler cleaning products

Despite rising price sensitivity, consumers prefer branded products

E-commerce sales rise, while supermarkets and hypermarkets reduce availability

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Further decline due to lower availability and rising competition

The rising sustainability trend drives consumers away from bleach

E-commerce bleach sales have strong growth potential

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