



# Bleach in France

February 2024

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## Bleach in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decline in value due to Multi-purpose cleaners but  
Health and sustainability concerns limiting demand for bleach  
La Croix continues to dominate but private label providing stiff competition

#### PROSPECTS AND OPPORTUNITIES

Bleach sales expected to go down the drain due to negative image  
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Leading players are slowly phasing out bleach from their portfolios

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