

Bleach in Austria

February 2024

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Bleach in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach suffers from concerns about contagion declining, post-pandemic
Highly concentrated competitive landscape in 2023 reflects the dwindling popularity of bleach
Bleach is now considered an irrelevant laundry care solution for most Austrians

PROSPECTS AND OPPORTUNITIES

Gloomy outlook for bleach in the years ahead as consumer concerns favour environmentally friendly options
Supermarkets lead distribution as bleach has limited availability elsewhere
Private label lines will continue to benefit from ongoing inflation across the forecast period

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Home Care in Austria - Industry Overview

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DISCLAIMER

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