



Bleach in Chile

February 2024

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Bleach in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach volumes decline as use normalises after high demand during pandemic
Complex economic situation mitigates the decline in bleach sales
Private label gains ground, driven by more competitive prices compared to leading brands

PROSPECTS AND OPPORTUNITIES

Modernisation of bleach will boost demand
Unit price increase to be driven by penetration of products offering specific value
Adverse economic conditions are expected to favour the use of bleach in 2024

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DISCLAIMER

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