

Bleach in Hong Kong, China

March 2024

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Bleach in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach continues to decline as pandemic demand ends
Odours and child safety concerns are also factors behind the decline of bleach
Bleach continues to be valued by many consumers and businesses

PROSPECTS AND OPPORTUNITIES

Bleach expected to show a continued volume decline over the forecast period
Local players will continue to hold limited shares as international players continue to dominate

CATEGORY DATA

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DISCLAIMER

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