

Bleach in South Africa

March 2024

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Bleach in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stable demand for bleach but Domestos is adversely impacted by inflation
Thinner consistency of Jik Bleach supports growth due to affordability in addition to discounted offers
Omo's launch of bleach widens brand visibility beyond laundry care

PROSPECTS AND OPPORTUNITIES

Bleach demand to remain steady, while Harpic turns to baking soda and thicker consistency
Inflation to continue driving value sales, benefiting private label
Players adapt to emerging loyalty programmes

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DISCLAIMER

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