

Bleach in Dominican Republic

February 2024

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Bleach in Dominican Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach performs well due to multi-purpose benefits

Private label bolsters position in bleach

Leading brands seek to differentiate by highlighting concentration levels

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Effectiveness and affordability will sustain demand for bleach

Bleach to see expansion of new fragrances and aromas

Variety of bleaches for specific usage occasions

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DISCLAIMER

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