

Bleach in Slovakia

February 2024

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Bleach in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Uninteresting category of bleach remains in a slump
Ecover's eco-friendly laundry bleach continues to gain share
Health and beauty specialists lose a marginal share to e-commerce

PROSPECTS AND OPPORTUNITIES

Gloomy prospects for bleach ahead
Activity from small unbranded players and eco-friendly developments possible
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DISCLAIMER

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