

Bleach in the Czech Republic

February 2024

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Bleach in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume declines as bleach products lack consumer appeal
Manufacturers lose interest in developing new products within bleach
Unilever CR extends its lead with the well-established offering Savo Perex

PROSPECTS AND OPPORTUNITIES

Bleach continues to struggle as sales decline throughout the forecast period
Players to focus on eco-friendly variants to align with rising trends
Unilever to retain its leadership position on the landscape

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DISCLAIMER

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