

# Bleach in Greece

February 2024

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## Bleach in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite category maturity, bleach benefits from shrinking purchasing power

Leading brand Klinex sees its share cannibalised by private label

Lidl grows its share, driving sales via discounters

#### PROSPECTS AND OPPORTUNITIES

Bleach attracts low investment from manufacturers

High penetration allows limited room for growth

Sustainability may pose a threat to growth

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