

# Bleach in Israel

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of bleach continue to decline following surge during pandemic

High number of bleach recalls following standards review

Private label gains further share from major brands

#### PROSPECTS AND OPPORTUNITIES

Demand for bleach set to continue declining, in line with concerns over chemical use in the home

Nascent green trend offers home care brands expansion opportunities

New brands will likely be slow to enter local market, given pessimistic outlook

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