

Bleach in Taiwan

February 2024

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Bleach in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach volume sales decline as the threat of COVID-19 reduces
Reducing the unpleasant odour could drive further sales in bleach
Use as a bathroom cleaner limits growth opportunities for bleach

PROSPECTS AND OPPORTUNITIES

Bleach showcases slower growth as consumers favour modern surface cleaners
Local players have a limited presence as international brands dominate
High share for private label in bleach as consumers appreciate low price-points

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DISCLAIMER

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