

Bleach in Poland

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales decline as consumers remain concerned about potential harm to health
Procter & Gamble Operations maintains its lead with the brand Ace
Limited availability dampens sales, while retailers focus on eco-friendly options

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Innovations to focus on gentler formulas to appeal to consumers
The competitive landscape is influenced by low pricing and new product development

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Home Care in Poland - Industry Overview

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DISCLAIMER

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