

Bleach in France

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in value due to Multi-purpose cleaners but
Health and sustainability concerns limiting demand for bleach
La Croix continues to dominate but private label providing stiff competition

PROSPECTS AND OPPORTUNITIES

Bleach sales expected to go down the drain due to negative image
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Leading players are slowly phasing out bleach from their portfolios

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Home Care in France - Industry Overview

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DISCLAIMER

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