

# Bleach in Hong Kong, China

March 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Bleach continues to decline as pandemic demand ends  
Odours and child safety concerns are also factors behind the decline of bleach  
Bleach continues to be valued by many consumers and businesses

### PROSPECTS AND OPPORTUNITIES

Bleach expected to show a continued volume decline over the forecast period  
Local players will continue to hold limited shares as international players continue to dominate

## CATEGORY DATA

Table 1 - Sales of Bleach: Value 2018-2023  
Table 2 - Sales of Bleach: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Bleach: % Value 2019-2023  
Table 4 - LBN Brand Shares of Bleach: % Value 2020-2023  
Table 5 - Forecast Sales of Bleach: Value 2023-2028  
Table 6 - Forecast Sales of Bleach: % Value Growth 2023-2028

## Home Care in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

### MARKET INDICATORS

Table 7 - Households 2018-2023

### MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023  
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 13 - Distribution of Home Care by Format: % Value 2018-2023  
Table 14 - Distribution of Home Care by Format and Category: % Value 2023  
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/bleach-in-hong-kong-china/report](http://www.euromonitor.com/bleach-in-hong-kong-china/report).