

Bleach in Israel

February 2024

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Bleach in Israel - Category analysis

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

CATEGORY DATA

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

Home Care in Israel - Industry Overview

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MARKET DATA

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DISCLAIMER

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