

Bleach in Colombia

February 2024

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Bleach in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid performance for bleach despite maturity Private label is the preferred choice of Colombians Brands seek to differentiate on features and fragrances

PROSPECTS AND OPPORTUNITIES

Weak economic prospects are likely to benefit bleach category Products with more gentle ingredients to gain appeal Challenges ahead to generate value growth in bleach

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 Colombia - Industry Overview

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

MARKET INDICATORS

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MARKET DATA

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DISCLAIMER

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Summary 1 - Research Sources

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