

Bleach in Argentina

February 2024

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Bleach in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Waning fear impacts sales of bleach Gel bleach loses momentum Clorox maintains strong leadership

PROSPECTS AND OPPORTUNITIES

Bleach will be attractive to price sensitive consumers More innovations will be needed to achieve stronger expansion Low entry barriers for new brands

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 Argentina - 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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SOURCES

Summary 1 - Research Sources

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