

# Bleach in the US

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes contribute to value growth, offsetting weak demand for bleach  
Consumer preference for alternative cleaners contributes to volume declines  
Design changes reduce packaging with more concentrated formulations

PROSPECTS AND OPPORTUNITIES

Further decline in demand over forecast period, as consumers opt for less harsh alternatives  
Bleach retains key disinfecting function in household cleaning, preventing obsolescence  
Occasion-based cleaning may contribute to lower sales over forecast period

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 the US - 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

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