

# Bleach in the United Kingdom

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Demand for bleach continues to decline
- Price increases for private label bleach reach record highs of over 90%
- Lack of innovation and increasing sustainability concerns

PROSPECTS AND OPPORTUNITIES

- Further declines in bleach expected in the forecast period
- Sustainability concerns to impact bleach negatively
- Distribution channels to remain relatively consolidated, as consumers increasingly shop online

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Home Care in the United Kingdom - Industry Overview

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DISCLAIMER

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