

# **Bleach in Pakistan**

February 2024

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#### Bleach in Pakistan - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Positive trajectory for bleach retail volume and value sales in 2023 Reckitt Benckiser enjoys brand loyalty to maintain leadership Demographic trends remain a key factor in the positive demand trend

#### PROSPECTS AND OPPORTUNITIES

Laundry care substitutes to put pressure on bleach Local players to increasingly see bleach as a viable and potentially lucrative home care space Manufacturers to invest in new product development to resist substitution by surface care products

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