

# **Bleach in Slovakia**

February 2024

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## Bleach in Slovakia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Uninteresting category of bleach remains in a slump Ecover's eco-friendly laundry bleach continues to gain share Health and beauty specialists lose a marginal share to e-commerce

#### PROSPECTS AND OPPORTUNITIES

Gloomy prospects for bleach ahead Activity from small unbranded players and eco-friendly developments possible Health and beauty specialists likely to decline in bleach, as such outlets focus on better-selling products

#### CATEGORY DATA

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#### Home Care in Slovakia - Industry Overview

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