

# Bleach in Israel

January 2023

Table of Contents

## Bleach in Israel - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

- Sales decline
- Shift towards healthier and greener products
- Private label continues to appeal to cash-strapped consumers

#### PROSPECTS AND OPPORTUNITIES

- Bleach sales to see continued decline
- Bleach set to suffer from green trend
- Pricing competition may lead to lesser known brands gaining share

#### CATEGORY DATA

- Table 1 - Sales of Bleach: Value 2017-2022
- Table 2 - Sales of Bleach: % Value Growth 2017-2022
- Table 3 - NBO Company Shares of Bleach: % Value 2018-2022
- Table 4 - LBN Brand Shares of Bleach: % Value 2019-2022
- Table 5 - Forecast Sales of Bleach: Value 2022-2027
- Table 6 - Forecast Sales of Bleach: % Value Growth 2022-2027

## Home Care in Israel - Industry Overview

### EXECUTIVE SUMMARY

- Home care in 2022: The big picture
- 2022 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

### MARKET INDICATORS

- Table 7 - Households 2017-2022

### MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2017-2022
- Table 9 - Sales of Home Care by Category: % Value Growth 2017-2022
- Table 10 - NBO Company Shares of Home Care: % Value 2018-2022
- Table 11 - LBN Brand Shares of Home Care: % Value 2019-2022
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
- Table 13 - Distribution of Home Care by Format: % Value 2017-2022
- Table 14 - Distribution of Home Care by Format and Category: % Value 2022
- Table 15 - Forecast Sales of Home Care by Category: Value 2022-2027
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

- Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/bleach-in-israel/report](http://www.euromonitor.com/bleach-in-israel/report).