

# **Bleach in Algeria**

February 2025

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# Bleach in Algeria - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Bleach still accounts for significant value sales Increasing competition from alternative products Henkel maintains its leadership in bleach

# PROSPECTS AND OPPORTUNITIES

Consumers remain price sensitive Continuing differentiation in bleach Bleach faces threat from alternative products such as surface and toilet care

#### CATEGORY DATA

Table 1 - Sales of Bleach: Value 2019-2024Table 2 - Sales of Bleach: % Value Growth 2019-2024Table 3 - NBO Company Shares of Bleach: % Value 2020-2024Table 4 - LBN Brand Shares of Bleach: % Value 2021-2024Table 5 - Forecast Sales of Bleach: Value 2024-2029Table 6 - Forecast Sales of Bleach: % Value Growth 2024-2029

#### Home Care in Algeria - Industry Overview

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Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

#### MARKET INDICATORS

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## MARKET DATA

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Summary 1 - Research Sources

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