



Bleach in Italy

February 2024

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Bleach in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Waning interest in bleach post-pandemic
Bleach remains widely available on retailers' shelves
Shift towards softer, kinder products undermines growth in bleach

PROSPECTS AND OPPORTUNITIES

Bleach's sales prospects lie in its perception as a cheap alternative to surface care products
Increased focus on environmental impact and water disposal
Rising interest in alternatives to liquid bleach driven by online delivery issues

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DISCLAIMER

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