

Bleach in Italy

February 2025

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Bleach in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach sales under pressure due to increasingly negative perceptions of the category

Ace remains on top but faces mounting competition from private label

Bleach tabs receive growing interest

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Rising pet population presents growth opportunities for bleach

Using bleach outdoors could open up potential new areas for growth

Private label expected to make further gains but bleach faces a bleak future

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DISCLAIMER

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