

# **Bleach in Poland**

February 2025

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#### Bleach in Poland - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Further decline Consumers looking for safer and more convenient alternatives Procter & Gamble leads, while discounters remains largest distribution channel

#### PROSPECTS AND OPPORTUNITIES

Manufacturers may look to revive interest through improved formulations Private label set to gain share Health and sustainability concerns to drive down sales

#### 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

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Summary 1 - Research Sources

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