



Bleach in Brazil

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Bleach sees competition from more versatile products
- Price is the main driver in decision-making
- Fiercer competitive scenario, with strong players investing in production capacity

PROSPECTS AND OPPORTUNITIES

- Multi-purpose cleaners expected to continue to compete with bleach in the coming years
- Prohibition of cleaning alcohol at 70 degrees of concentration could lead to substitution with bleach
- Bleach incorporated as a tool to combat dengue

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Home Care in Brazil - Industry Overview

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DISCLAIMER

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