



**Euromonitor  
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# Bleach in Singapore

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing health concerns continue regarding the use of bleach
- Private label is strong in bleach, due to offering affordable and practical cleaning solutions
- E-commerce continues to gain ground for bleach sales

PROSPECTS AND OPPORTUNITIES

- Could bleach become a popular multi-purpose solution?
- Private labels will continue to lead bleach
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Home Care in Singapore - Industry Overview

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DISCLAIMER

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