



Euromonitor
International

Bleach in Canada

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach value and volume sales fall off after large price increases in 2022 and 2023
Concentrated bleach products are favoured by consumers
Clorox expected to maintain market leadership through brand and distribution strength

PROSPECTS AND OPPORTUNITIES

Bleach expected to see value and volume declines despite boost from immigration
Private label is a strong player, competing on price and shelf positioning
Daily cleaning habit has declined, but has found a level of support that may contribute to demand

CATEGORY DATA

- Table 1 - Sales of Bleach: Value 2019-2024
- Table 2 - Sales of Bleach: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Bleach: % Value 2020-2024
- Table 4 - LBN Brand Shares of Bleach: % Value 2021-2024
- Table 5 - Forecast Sales of Bleach: Value 2024-2029
- Table 6 - Forecast Sales of Bleach: % Value Growth 2024-2029

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

- Table 7 - Households 2019-2024

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2019-2024
- Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 13 - Distribution of Home Care by Format: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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