



Bleach in China

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining volume demand for bleach also leads to drop in value sales
Competitive landscape remains stable, with fewer new brands entering, and a lack of product innovation
The share of online purchases of bleach is increasing rapidly

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Bleach expected to maintain flat sales following two years of decline
Multifunctional products may offer strong competition to bleach

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Home Care in China - Industry Overview

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DISCLAIMER

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