

Bleach in Mexico

February 2025

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Bleach in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price competition is more aggressive as consumers are concerned about their spending Bleach continues to be favoured as an all-purpose cleaner by low-income consumers Cloralex brand maintains leadership with diversification strategy

PROSPECTS AND OPPORTUNITIES

Future consumption opportunities could include "fur babies"

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Alternative channels to gain relevance in the forecast period

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DISCLAIMER

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