



Bleach in Kenya

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Omo launches new lavender-scented bleach
- Affordable bleach alternatives gain popularity.
- Brands leveraging promotional discounts to attract price-sensitive consumers

PROSPECTS AND OPPORTUNITIES

- Increased competition expected from multi-purpose cleaners
- Demand for bleach expected to remain limited among lower-income consumers
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Home Care in Kenya - Industry Overview

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DISCLAIMER

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