



Euromonitor  
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# Bleach in Nigeria

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The essential, multi-purpose nature of bleach drives strong retail value and volume growth

Competition from other home care products rises among higher-income consumers

Hypo retains its lead with over half of the competitive landscape share

### PROSPECTS AND OPPORTUNITIES

Ongoing retail volume and value growth driven by the multi-purpose qualities of bleach

Hypo and Jik focus on innovation and price points to gain share

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