

Bleach in Australia

February 2025

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Bleach in Australia - Category analysis

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2024 DEVELOPMENTS

Bleach suffers declining demand as consumers continue to shift to healthier alternatives in 2024

Chlorine price volatility impacts category progress

Cost-of-living pressures and changing consumer habits further undermine growth for bleach

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Eco-friendly alternatives offer some potential for revitalisation within bleach

Balancing affordability and sustainability in bleach innovation

Competitive landscape needs greater dynamism to better engage local consumers

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DISCLAIMER

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