



Euromonitor
International

Bleach in Austria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining sales for bleach, as local consumers shun harmful chemicals
Highly consolidated competitive landscape discourages new entrants
Supermarkets retains the lead, but discounters enjoys healthy share of sales

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Volume decline predicted for bleach in the years ahead
Colgate-Palmolive expected to retain its dominance
Distribution landscape unlikely to witness change over the forecast period

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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