



Bleach in South Korea

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales of bleach continue to see slow and steady growth
- Yuhan Rox remains the top player in bleach
- Availability of more sustainable and safer products

PROSPECTS AND OPPORTUNITIES

- Bleach expected to register a slight decline over the forecast period
- Different types of bleach products expected to be available in the market
- Bleach may see further adaption to meet the needs of eco-conscious consumers

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Home Care in South Korea - Industry Overview

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DISCLAIMER

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