

Bleach in Ecuador

February 2025

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Bleach in Ecuador - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in volume and value sales, with private label gaining

Illicit sales remain substantial

Clorox holds on to strong lead

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Small sachets and gallon presentations appeal to price-sensitive consumers

Chlorine in gel form way for players to differentiate

Consumers migrate from bleach to laundry aids

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DISCLAIMER

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