



Bleach in Switzerland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume and value fall as bleach continues to suffer from a negative image
Bleach faces competition from surface care products that are viewed as less harmful
Migros retains its lead in bleach as it offers consumers affordable price points

PROSPECTS AND OPPORTUNITIES

As consumers turn to versatile alternatives, growth is set to struggle
Consumers are expected to migrate to chlorine-free bleach or other less harmful disinfectants
Supermarkets are set to lead sales, while retail e-commerce benefits from convenience

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Home Care in Switzerland - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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