



Bleach in Indonesia

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach continues to wane as it faces increasing irrelevance and lack of innovation
BayClin and So Klin maintain category dominance in 2024
Sachet packaging formats appeal to rural and cost-conscious consumers

PROSPECTS AND OPPORTUNITIES

Bleach unlikely to regain lost ground during forecast period
Alternative products offer superior functionality to bleach
No major competitive landscape shifts anticipated for forecast period

CATEGORY DATA

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Home Care in Indonesia - Industry Overview

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Retailing developments
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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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