



Euromonitor
International

Bleach in New Zealand

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Small rebound in demand despite maturity
- Private label gains as consumers rein in spending
- E-commerce share gains traction in bleach as cost-conscious consumers shop around

PROSPECTS AND OPPORTUNITIES

- Improving economic situation to undermine low price advantage of bleach
- Janola is expected to leverage consumer trust to remain the leading bleach brand
- Increasing space for eco-friendly products in bleach

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Home Care in New Zealand - Industry Overview

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DISCLAIMER

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