



Bleach in Belgium

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The positive performance for bleach is driven by price-sensitive behaviour in 2024
Lack of innovation continues to hinder growth potential in the bleach category
The competitive landscape for bleach faces pressure from emerging home care products

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Prospects for bleach are expected to be constrained as consumer preferences change
Limited innovation will negatively impact the ability to attract new consumers
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DISCLAIMER

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