



Euromonitor
International

Bleach in Norway

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach is tainted by harmful effects and outdated image
Lack of competition hinders ability to reverse the downward trend
Strong competition from surface care and toilet care

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Economic outlook could provide a lift to bleach sales
Competitive landscape poses limitations to development
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Home Care in Norway - Industry Overview

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DISCLAIMER

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