



Bleach in Dominican Republic

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Relevance of bleach as disinfectant loses momentum in post-pandemic period
Macier continues to dominate sales, underpinned by broad coverage and wide range of formats
Bleach is becoming a commodity product, with price the most important purchasing factor

PROSPECTS AND OPPORTUNITIES

Bleach could struggle to connect with younger generations
Bleach brands will seek to reinvent themselves with new formulations
Surface cleaners will be increasingly positioned as alternatives to bleach

CATEGORY DATA

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Home Care in Dominican Republic - Industry Overview

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DISCLAIMER

SOURCES

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