

Bleach in Japan

February 2025

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Bleach in Japan - Category analysis

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2024 DEVELOPMENTS

Bleach faces decline amidst eased pandemic restrictions

Kao prioritises consumer safety with education on bleach

Kaneyo Soap celebrates 90 years with eco-friendly promotions

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Decline set to continue due to lack of knowledge and competition Educating consumers on the safe usage of bleach in Japan New role of bleach in Japan's collector culture

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DISCLAIMER

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