



Bleach in Greece

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price normalisation leads to declining value sales
- Category maturity negatively impacts volume sales
- Packaging under the spotlight of new product development
- Lidl continues to gain share thanks to affordable prices

PROSPECTS AND OPPORTUNITIES

- Lack of developments amidst low value growth potential
- Sustainability could pose a threat to growth
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DISCLAIMER

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