



Euromonitor
International

Bleach in Argentina

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability and availability leads bleach to avoid a stronger retail volume fall
Versatility aids sales of liquid bleach above gel bleach formats
Ayudin retained its lead, having a strong association with the bleach category

PROSPECTS AND OPPORTUNITIES

Affordability, versatility and preventative health are expected to boost growth of bleach
Clorox transfers ownership of leading brand Ayudin, set to restructure the competitive landscape
Younger generations provide an opportunity for growth and innovation across the forecast period

CATEGORY DATA

- Table 1 - Sales of Bleach: Value 2019-2024
- Table 2 - Sales of Bleach: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Bleach: % Value 2020-2024
- Table 4 - LBN Brand Shares of Bleach: % Value 2021-2024
- Table 5 - Forecast Sales of Bleach: Value 2024-2029
- Table 6 - Forecast Sales of Bleach: % Value Growth 2024-2029

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

- Table 7 - Households 2019-2024

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2019-2024
- Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 13 - Distribution of Home Care by Format: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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