



# Bleach in Portugal

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach sees decline in 2024 as appeal amongst upcoming generations dwindles  
Neoblanc innovates with new formats to maintain its leading position  
Private labels consolidate share in 2024 thugs to ongoing price sensitivity

PROSPECTS AND OPPORTUNITIES

Category decline is set to continue over the forecast period  
Neoblanc will engage in new product development in order to differentiate  
Brand presence is expected to decline as shelf space becomes more constrained

CATEGORY DATA

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Home Care in Portugal - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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