



Bleach in Taiwan

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach sees a continued volume decline, but sales remain higher than pre-pandemic
Private label has a higher share in bleach than in other home care categories
Bleach is limited to certain usages in the home

PROSPECTS AND OPPORTUNITIES

Bleach expected to show little volume movement over the forecast period
Local players are limited by the strong performance of international brands in bleach
The unpleasant odour of bleach likely to be addressed

CATEGORY DATA

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Home Care in Taiwan - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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