



**Euromonitor  
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# Bleach in Ireland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Perceived as outdated and toxic, bleach sales continue to decline
- Eco-focused consumers moving away from bleach
- Strong private label presence weighs heavily on pricing

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- Retail volume sales will continue to gradually decline
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- Gap between bleach and toilet care may narrow

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DISCLAIMER

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