



Euromonitor
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Bleach in North Macedonia

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Use of bleach in Macedonian homes continues to fall
Enduring budget-consciousness helps to slow rate of volume sales decline
Alkaloid AD Skopje maintains its dominant position

PROSPECTS AND OPPORTUNITIES

Declining trend set to persist throughout the forecast period
Loss of ground to surface care and toilet care likely to accelerate
Competitive environment will remain highly concentrated

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Home Care in North Macedonia - Industry Overview

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DISCLAIMER

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