



Euromonitor
International

Bleach in South Korea

April 2026

Table of Contents

Bleach in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Living Crafts Drives Shift to Oxygen-Based Bleach with Natural Ingredients

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Living Crafts Drives Shift to Oxygen-Based Bleach with Natural Ingredients

Chart 2 - Living Crafts Launches Enzyme-Infused Oxygen Bleach with Natural Ingredients

Evolving Product Formats Gain Traction Due to Enhanced Efficiency and Simplicity

Chart 3 - Value Sales in Bleach 2020-2030

Chart 4 - Volume Sales in Bleach 2020-2030

WHAT'S NEXT?

Rise of Specialised Cleaning Products Set to Drive Future Decline in Sales of Bleach

Consumer Demand for Efficient Bleach Formats Expected to Influence Category Performance

Increased Focus on Hygiene and Sterilisation Set to Drive Brands' Marketing Metrics

Chart 5 - Forecast Value Sales in Bleach 2020-2030

COMPETITIVE LANDSCAPE

Yuhan Clorox Ltd Maintains Dominance through Brand Equity

Chart 6 - Company Shares in Bleach 2025

Chart 7 - Brand Shares in Bleach 2025

CHANNELS

Retail E-Commerce Dominates Bleach Sales with Convenience and Variety

Chart 8 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Bleach

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Bleach

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in South Korea - Industry Overview](#)

EXECUTIVE SUMMARY

Slow Value Growth Masks Significant Innovation in Product Formats

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Slow Value Growth Masks Significant Innovation in Product Formats

Chart 17 - Lion Korea and Aekyung Expand Capsule Detergent Lines to Meet Demand for Compact, Easy Formats

Premiumisation Boosts Dishwashing Sales

Chart 18 - Mongdies Launches Premium Baby-Safe Auto Dishwashing Detergent for Korean Families with Babies

Mood-Boosting Ingredients Gain Traction

Chart 19 - Downy Launches 'White Tea' Fabric Softener with Hotel-Inspired Fragrance

Chart 20 - Value Sales in Home Care 2020-2030

Chart 21 - Volume Sales in Home Care 2020-2030

Chart 22 - Value Sales in Home Care by Category 2025

WHAT'S NEXT?

Laundry Care Maintains Dominance with Convenience-Driven Innovations

Chart 23 - Analyst Insight for Home Care

Surface Care and Air Care Gain Traction with Premium and Wellness-Focused Products

Evolving Product Formats and Premiumisation Drive Business Growth

Chart 24 - Forecast Value Sales in Home Care 2020-2030

Chart 25 - Forecast Value Sales in Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Lg?H&H?Co Ltd and Henkel Home Care Korea Ltd Lead through Innovation

Strategic Acquisitions and Innovations Reshape Market Dynamics

Chart 26 - Company Shares in Home Care 2025

Chart 27 - Brand Shares in Home Care 2025

CHANNELS

E-Commerce Dominates Home Care Sales in South Korea

Chart 28 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bleach-in-south-korea/report.