



Bleach in Thailand

February 2025

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Bleach in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for affordability and efficacy maintains stable volume sales

A rising preference for more eco-friendly formulations

Kao continues to dominate, but the competition rises

PROSPECTS AND OPPORTUNITIES

Growth likely to be driven by desire for germ-killing, and more eco-friendly products

Distribution landscape expected to continue to evolve

Innovations to improve the usage experience for consumers

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