



Bleach in Georgia

April 2026

Table of Contents

[Bleach in Georgia - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Ace Drives Growth with Launches of Scented Bleach

INDUSTRY PERFORMANCE

Ace Drives Growth with Launches of Scented Bleach

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

WHAT'S NEXT?

Decline in Bleach Demand Driven by Modern Home Care Solutions

Chart 3 - Georgia Market Faces a Growing Share of Scented Bleach

Scented Bleach to Drive Demand with Enhanced Cleaning Experience

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Fater Spa Maintains Lead with Ace Brand Despite Growing Competition

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Bleach Sales with Wide Assortment

Retail E-Commerce Grows Steadily Despite Small Share

Chart 7 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Bleach

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Bleach

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Georgia - Industry Overview](#)

EXECUTIVE SUMMARY

Busy Lifestyles Drive Demand for Convenient Home Care Products

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Busy Lifestyles Drive Demand for Convenient Home Care Products

Chart 16 - Perwoll Leads Liquid Laundry Detergents in Georgia

Laundry Care Dominates Home Care Sales with Convenient Formats

Private Label Expansion and Sustainability Shape Home Care Trends

Chart 17 - Price Sensitivity Drives Private Label Growth

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Convenient Formats to Drive Growth in Home Care

Growing Demand for Eco-Friendly Products to Present New Opportunities

Price Sensitivity to Drive Competition and Private Label Growth

Chart 21 - Analyst Insight for Home Care

Chart 22 - Frosch Bathroom Cleaner Available With Recycled Packaging

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Benefit From Strong Brand Portfolio

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead with Widespread Presence and Competitive Pricing

Retail E-Commerce Grows Rapidly with Innovative Delivery Services

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Home Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Home Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-georgia/report.