



Bleach in Germany

March 2026

Table of Contents

Bleach in Germany - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Increasing Value Sales, as Volumes Rise and Raw Materials Costs Increase

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Increasing Value Sales, as Volumes Rise and Raw Materials Costs Increase

Oxygen-Based Products and Large Pack Sizes Gain Traction Due to Safety and Sustainability

Chart2 is - a Significant Year for Sustainable Packaging

Chart 2 - Value Sales of Bleach 2020-2030

Chart 3 - Volume Sales 2020-2030

WHAT'S NEXT?

Shifting Consumer Preference Set to Drive Demand for Oxygen Bleach

Private Label Products to Maintain a Competitive Edge through Pricing

Sustainability to Drive Innovation and Market Dynamics

Chart 4 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive Maintains Its Lead with Dan Klorix

Chart 5 - Company Shares of Bleach 2025

Chart 6 - Brand Shares of Bleach 2025

CHANNELS

Discounters and Health and Beauty Specialists Lead Sales

Retail E-Commerce Plays a Marginal Role in Sales of Bleach

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 Germany - Industry Overview](#)

EXECUTIVE SUMMARY

Growth in Home Care as Incomes and Confidence Are on the Rise

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growth in Home Care as Incomes and Confidence Are on the Rise

Laundry Care Dominates Sales with Established Consumer Habits

Sustainability Drives Evolving Product Formats

Chart 16 - Dr Beckmann Expands its Product Range

Sustainability Also Evident in Ingredients and Packaging

Chart 17 - Toilet Tapes Offers Sustainable Alternative

Chart 18 - Value Sales of Home Care 2020-2030

Chart 19 - Volume Sales of Home Care 2020-2030

Chart 20 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Laundry Care Will Maintain Its Dominance, but Home Insecticides Set to See the Strongest Rise

Sustainability Expected to Drive Innovation and Growth

Chart 21 - Analyst Insight for Home Care

Digital and Demand for Convenience to Reshape Home Care

Chart 22 - Forecast Value Sales of Home Care 2020-2030

Chart 23 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Procter & Gamble Maintain Their Leading Positions

Everdrop Turns Sustainability into Brand Strategy with Success

Chart 24 - Everdrop Turns Sustainability Into Brand Strategy

Chart 25 - Company Shares of Home Care 2025

Chart 26 - Brand Shares of Home Care 2025

CHANNELS

Health and Beauty Specialists Leads, Closely Followed by Discounters

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 27 - Retail Channels for Home Care 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 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-germany/report.