



Bleach in Argentina

February 2025

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Bleach in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability and availability leads bleach to avoid a stronger retail volume fall

Versatility aids sales of liquid bleach above gel bleach formats

Ayudin retained its lead, having a strong association with the bleach category

PROSPECTS AND OPPORTUNITIES

Affordability, versatility and preventative health are expected to boost growth of bleach

Clorox transfers ownership of leading brand Ayudin, set to restructure the competitive landscape

Younger generations provide an opportunity for growth and innovation across the forecast period

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DISCLAIMER

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