



# Bleach in Portugal

April 2026

Table of Contents

## Bleach in Portugal - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Loyal Consumers Drive Value Growth Despite Volume Decline

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

### INDUSTRY PERFORMANCE

Loyal Consumers Drive Value Growth Despite Volume Decline

Chart 2 - Neoblanc launched a improved formula for laundry and house cleaning with a new fragrance

Neoblanc Drives Innovation with Multifunctional Bleach Products

Chart 3 - Value Sales of Bleach 2020-2030

Chart 4 - Volume Sales of Bleach 2020-2030

### WHAT'S NEXT?

Decline in Bleach Sales to Continue as Alternatives Gain Traction

Neoblanc to Maintain Lead with Innovation and Specialisation

### COMPETITIVE LANDSCAPE

Neoblanc Leads with Strong Distribution and Innovation

Chart 5 - Company Shares of Bleach 2025

Chart 6 - Brand Shares of Bleach 2025

### CHANNELS

Supermarkets Leads Bleach Sales with Continuous Growth

Chart 7 - Retail Channels for Bleach 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 Portugal - Industry Overview

### EXECUTIVE SUMMARY

Task Simplification of Multifunctional Home Care Driven by Convenience Demand

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Task Simplification of Multifunctional Home Care Driven by Convenience Demand

Chart 16 - Cif Infinite Clean Launches New Format and Formula  
Mood-Boosting Ingredients Gain Momentum across Many Home Care Categories  
Chart 17 - Ajax Launches Mood-Boosting References in Standard Floor Cleaners  
Sustainability Trend Drives Format Innovation  
Chart 18 - Harpic Hygienic & Fresh Stick Disk Without Cage or Applicator  
Chart 19 - Value Sales of Home Care 2020-2030  
Chart 20 - Volume Sales of Home Care 2020-2030  
Chart 21 - Value Sales of Home Care by Category 2025

#### WHAT'S NEXT?

Scent Sophistication and Value-Driven Innovation to Drive Future Home Care Sales  
Sustainability and Regulatory Compliance to Shape Future Development  
Chart 22 - Analyst Insight for Home Care  
Private Label to Gain Traction Amidst Industry Slowdown  
Chart 23 - Forecast Value Sales of Home Care 2020-2030  
Chart 24 - Forecast Value Sales of Home Care by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Unilever and Reckitt Benckiser Maintain Lead through Innovation  
Chart 25 - Company Shares of Home Care 2025  
Chart 26 - Brand Shares of Home Care 2025

#### CHANNELS

Supermarkets Dominate Sales through Convenience and Promotions  
Retail E-Commerce Grows Slowly as Consumers Prioritise In-Store Shopping  
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 - 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-portugal/report](http://www.euromonitor.com/bleach-in-portugal/report).