



Bleach in Taiwan

February 2025

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Bleach in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach sees a continued volume decline, but sales remain higher than pre-pandemic

Private label has a higher share in bleach than in other home care categories

Bleach is limited to certain usages in the home

PROSPECTS AND OPPORTUNITIES

Bleach expected to show little volume movement over the forecast period

Local players are limited by the strong performance of international brands in bleach

The unpleasant odour of bleach likely to be addressed

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DISCLAIMER

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