



Bleach in the US

March 2026

Table of Contents

Bleach in the US - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Clorox Scentiva Drives Growth with Multifunctional Benefits

Chart 2 - Beyond Bleach Clorox Scentiva Delivers Cleaning, Freshness, and Disinfection in One Bottle

Chart 3 - Value Sales of Bleach 2020-2030

Chart 4 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Concentrated Bleach Products to Drive Sustainable Growth

Multi-Benefit Bleach: Why Convenience Wins

Private Label Has Potential to Gain Share as Leading Brands Divest

Chart 5 - Forecast Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Clorox Maintains Lead as Bleach Remains Concentrated

Chart 6 - Company Shares of Bleach 2025

Chart 7 - Brand Shares of Bleach 2025

CHANNELS

Traditional Retail Channels Lead Bleach Distribution in the Us

E-Commerce Gains Traction in Bleach Sales through Convenience

Chart 8 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Bleach

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Bleach

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in the US - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Multifunctionality and Economic Stability Drive Industry Growth

Chart 17 - All-In-One Bleach: Clorox Scentiva Merges Disinfection and Freshness

Functional Specialisation and Logistical Optimisation

Chart 18 - Seedshub Redefines Pet Care with Pet Hair Dissolver Product Awarded Pet Tech Innovation Award

Private Label and Direct-To-Consumer Brands Intensify Competition

Chart 19 - DTC Sustainability Pioneer Clean Cult Continues to Expand into Mass Retail

Chart 20 - Value Sales of Home Care 2020-2030

Chart 21 - Volume Sales of Home Care 2020-2030

Chart 22 - Sales of Home Care by Category 2025

WHAT'S NEXT?

Convenience, Efficiency and Scent to Drive the Future Growth of Us Home Care

The Sustainable Future of US Home Care

Chart 23 - Analyst Insight for Home Care

Retailers Double Down: From Essentials to Eco-Premium

Chart 24 - Forecast Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Dominance through Innovation and Multifunctionality

Chart 25 - Company Shares of Home Care 2025

Chart 26 - Brand Shares of Home Care 2025

CHANNELS

Offline Retail Dominates through Grocery Retailers

E-Commerce Strengthens Position as Single Largest Channel

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-the-us/report.