



Bleach in Bangladesh

April 2026

Table of Contents

Bleach in Bangladesh - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Bleach Grows Despite Limited Demand

Health and Wellness Trend Shapes Consumer Preferences

Chart 2 - Value Sales of Bleach 2020-2030

Chart 3 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Product and Brand Variety Expected to Remain Low

Local Manufacturers to Focus on Affordability and Sustainability

Chart 4 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Clorox Co Maintains Lead Despite Market Challenges

Chart 5 - Company Shares of Bleach 2025

Chart 6 - Brand Shares of Bleach 2025

CHANNELS

Grocery Retailers Dominate Bleach Sales

Retail E-Commerce Growth Constrained by Limited Delivery and High Prices

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 Bangladesh - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Home Care Sales Driven by Demand for Effective and Convenient Laundry Solutions

Consumers Increasingly Seek Multifunctional Products

Mood-Boosting Ingredients Drive Growth Amongst Higher-Income Consumers

Chart 16 - Value Sales of Home Care 2020-2030

Chart 17 - Volume Sales of Home Care 2020-2030

Chart 18 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Home Care to Maintain Dominance with Laundry Care Leading Sales

Awareness Programmes Expected to Drive Hygiene Consciousness

Economic Recovery to Support Future Demand Growth

Chart 19 - Forecast Value Sales of Home Care 2020-2030

Chart 20 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Maintains Lead Despite Intensifying Competition

New Entrants Pose Threat with Competitive Pricing and Marketing

Chart 21 - Company Shares of Home Care 2025

Chart 22 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Dominate Home Care Sales

Retail E-Commerce Struggles to Gain Traction

Chart 23 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Home Care

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Home Care

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - 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-bangladesh/report.