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## Bleach in the United Kingdom

*Published on January 2008*

### Report Summary

Datamonitor's Bleach in the United Kingdom industry profile is an essential resource for top-level data and analysis covering the bleach industry. It includes detailed data on market size and segmentation, plus textual and graphical analysis of the key trends and competitive landscape, leading companies and demographic information.

#### Scope

- \* Contains an executive summary and data on value, volume and/or segmentation
- \* Provides textual analysis of the industry's recent performance and future prospects
- \* Incorporates in-depth five forces competitive environment analysis and scorecards
- \* Includes a five-year forecast of the industry
- \* The leading companies are profiled with supporting key financial metrics
- \* Supported by the key macroeconomic and demographic data affecting the market

#### Highlights

- \* Detailed information is included on market size, measured by both value and volume
- \* Five forces scorecards provide an accessible yet in depth view of the market's competitive landscape
- \* Market shares are covered by manufacturer and/or brand
- \* Also features market breakdown by distribution channel

#### Why you should buy this report

- \* Spot future trends and developments
- \* Inform your business decisions
- \* Add weight to presentations and marketing materials
- \* Save time carrying out entry-level research

#### Market Definition

The bleach market consists of liquid bleaches and powder bleaches. The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2006 annual average exchange rates.

For the purpose of this report the Americas comprises Brazil, Canada, Mexico and the US.

Europe comprises Belgium, the Czech Republic, Denmark, France, Germany, Hungary, Italy, the Netherlands, Norway, Poland, Russia, Spain, Sweden and the UK.

Asia-Pacific comprises Australia, China, Japan, India, Singapore, South Korea and Taiwan.

The global figure comprises the Americas, Asia-Pacific and Europe.

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