[0041]

M represents a hydrogen atom or a counter cation. When M is a counter cation, an aromatic sulfonic acid salt may also be referred to as an aromatic sulfonate. Examples of counter cations of aromatic sulfonates include monovalent inorganic cations such as a lithium ion, a sodium ion, and a potassium ion; divalent inorganic cations such as a magnesium ion and a calcium ion; trivalent inorganic cations such as aluminum; and organic cations such as mono-, di-, tri-, or tetra(C1-C4 alkyl)ammonium ions, and mono-, di-, tri-, or tetra(C6-C12 aryl)ammonium ions.

[0042]

From the viewpoint of improving bleach-cleaning performance, M is preferably an inorganic cation, more preferably a monovalent inorganic cation, still more preferably a sodium ion. The bleaching detergent composition may contain or be formulated with a single aromatic sulfonate or a combination of two or more aromatic sulfonates having the same or different counter cations. When two or more aromatic sulfonates are used in combination, the ratio of the contents thereof is not particularly limited.

[0043]

Furthermore, an aromatic sulfonic acid in which M is a hydrogen atom and the above-described aromatic sulfonate may be used in combination. When an aromatic

specified below. That is, the content of the alkaline agent used as component (d) in the bleaching detergent composition is, from the viewpoints of storage stability of the viscosity described below and improvement of bleach-cleaning performance, preferably 0.2 mass% or more, more preferably 0.4 mass% or more, still more preferably 0.6 mass% or more, even more preferably 0.9 mass% or more, and, from the same viewpoints, preferably 6.0 mass% or less, more preferably 5.0 mass% or less, still more preferably 4.0 mass% or less. The content of component (d) in the bleaching detergent composition of the present invention is a value determined in accordance with the test method specified for free alkali in the standard for sodium hypochlorite for waterworks (JWWA K 120) (neutralization titration; expressed in terms of sodium hydroxide).

[0049]

From the viewpoint of improving bleach-cleaning performance, the pH at 25°C of the 10 mass% aqueous solution of the bleaching detergent composition of the present invention is 11 or more, preferably 11.5 or more, and 14 or less, preferably 13 or less.

[0050]

The viscosity at 25°C of the bleaching detergent composition of the present invention is, from the viewpoint of improving bleach-cleaning performance, 1,000 mPa·s or more, preferably 1,200 mPa·s or more, more

more preferably 0.6 mass% or more, even more preferably 0.9 mass% or more, and preferably 6.0 mass% or less, more preferably 5.0 mass% or less, still more preferably 4.0 mass% or less.

[0110]

<42>

The bleaching detergent composition according to any one of <1> to <41>, wherein the pH at 25°C of the 10 mass% aqueous solution of the bleaching detergent composition is 11 or more, preferably 11.5 or more, and 14 or less, preferably 13 or less.

[0111]

<43>

The bleaching detergent composition according to any one of <1> to <42>, wherein the viscosity at 25°C of the bleaching detergent composition is preferably 1,200 mPa·s or more, more preferably 3,000 mPa·s or more, still more preferably 5,000 mPa·s or more, even more preferably 7,000 mPa·s or more, and preferably 80,000 mPa·s or less, more preferably 50,000 mPa·s or less, still more preferably 30,000 mPa·s or less.

[0112]

<44>

The bleaching detergent composition according to any one of <1> to <43>, wherein the content of water in the bleaching detergent composition is more preferably 75 mass% or more, still more preferably 80 mass% or more,