

Toilet Care in Italy

Market Direction | 2023-01-25 | 20 pages | Euromonitor

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Report description:

Consistent with trends across home care as a whole, sales of toilet care products declined in 2022. As inflation soared, placing household incomes under intense pressure, consumers started to trade down to cheaper products. This applied to toilet care, where consumers increasingly traded more expensive brands for private labels, in order to save money.

Euromonitor International's Toilet Care in Italy market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Toilet Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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TOILET CARE IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Soaring inflation and waning concerns over COVID-19 hit consumer spending on toilet care,
SC Johnson innovates in the form of Duck Fresh Stickers, but category remains notable by its absence of 'green' alternatives
Bolton Manitoba grows share amid rising pressure from private label products

PROSPECTS AND OPPORTUNITIES

Manufacturers and retailers set to capitalise on ongoing hygiene concerns
Green products will grow in prominence
Innovations in sanitary ware will have an impact on toilet care, although smart toilets will remain a niche area

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HOME CARE IN ITALY

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