

**Toilet Care in Austria**

Market Direction | 2023-01-01 | 17 pages | Euromonitor

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**Report description:**

After spiking significantly during the pandemic in 2020, toilet care remained fairly stagnant in value and volume sales in 2022. However, value sales levels remained higher than in 2019. In 2020, consumers used their bathrooms/toilets significantly more often due to lockdowns and working/learning from home. Furthermore, consumer demand for cleanliness and hygiene was extremely high at the height of the pandemic. People were also interested in new home care products to spend their extra time at home...

Euromonitor International's Toilet Care in Austria 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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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Toilet Care in Austria  
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### List Of Contents And Tables

#### TOILET CARE IN AUSTRIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Less time spent in the household reduces the demand for toilet care

Innovation and product sophistication boosts sales of in-cistern devices

Blue Star continues to lead the landscape; however, private label gains ground

##### PROSPECTS AND OPPORTUNITIES

Steady current retail value growth as entertaining rises and convenience products drive sales

In store shopping continues to be the preferred method, above e-commerce

Green products remain in their infancy, with room for growth

##### CATEGORY DATA

Table 1 Sales of Toilet Care by Category: Value 2017-2022

Table 2 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 4 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 5 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 6 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

#### HOME CARE IN AUSTRIA

##### EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 7 Households 2017-2022

##### MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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## SOURCES

### Summary 1 Research Sources

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