

## **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 h...

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.

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Toilet Care in Austria  
Euromonitor International  
January 2023

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Innovation and product sophistication boosts sales of in-cistern devices

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

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### Summary 1 Research Sources

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