

Toilet Care Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The toilet care products market is projected to record a CAGR of 3.52% during the forecast period (2022-2027).

The COVID19 crisis significantly affected the toilet care products market. Consumers shifted their concern toward maintaining clean homes, washrooms, and other areas. This behavior was majorly due to the rising consciousness of the consumers toward the necessity of hygiene to reduce germs and infections. Consumers preferred e-commerce websites to purchase these household products due to the closures of various retail stores, hypermarkets/supermarkets, etc. Reckitt Benckiser Group PLC, a major player in this sector, witnessed demand growth for toilet care products during the pandemic.

Consumer awareness and product knowledge about the various toilet care products led to the introduction of high-performance and quality products, which is driving the market's growth.

The increasing rate of urbanization and changing lifestyles, awareness about keeping the surroundings germ-free, rising disposable income, and improved sanitation standards are likely to positively impact the growth of the market.

Toilet Care Products Market Trends

Adoption of a Healthier Lifestyle

The growing importance of a healthier lifestyle due to rising concerns among individuals about healthy and hygienic living and dust and dirt-free environment led to rising per capita spending on toilet care products. Due to this factor, vendors are introducing innovative toilet and surface cleaners in terms of packaging, product bundling, quality, pricing, and fragrance. Increasing demand

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

for convenience and easy-to-use/apply toilet cleaning products has contributed to the evolution of new toilet care products. Fragrance has played a vital role in toilet cleaning products for the past few years. Consumers are increasingly looking for products that offer a pleasant odor, thus making vendors differentiate their products.

Asia-Pacific is the Fastest-growing Market

Asia-Pacific is the fastest-growing market. The rising health consciousness among consumers regarding the prevalence of harmful diseases that can be spread through uncleaned toilets led to the rising sales of toilet care products in the region. Consumers across the region prefer eco-friendly toilet care products with natural and refreshing fragrances. For instance, in 2020, The Better India launched India's First Subscription Kits in a range of non-toxic home cleaners, including toilet cleaners. In addition, governments of various countries are taking various initiatives for clean toilets, thus boosting the market's sales.

Toilet Care Products Market Competitor Analysis

The toilet care products market is highly competitive. The majority of the share is held by the leading players, including Procter & Gamble, Unilever, Church & Dwight, Reckitt Benckiser Group, and The Clorox Company. Key players are focusing on online distribution channels for the online marketing and branding of their products to expand their geographic reach and increase their customer base. Moreover, the leading manufacturers in the toilet care products market are focusing on leveraging opportunities posed by emerging markets in Asia-Pacific, like China and India, to expand their revenue base. The key brands are embarking on mergers and acquisitions, new product developments infused with the latest technology that has less effect on the surroundings, and innovative advertising campaigns to achieve consolidation.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Deliverables and Study Assumptions
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1 By Product Type
 - 5.1.1 Toilet Floor/Tile Cleaners
 - 5.1.2 Faucet Cleaners
 - 5.1.3 Basin Cleaners
 - 5.1.4 Bath Tub Cleaners
 - 5.1.5 Automatic Toilet Bowl Cleaners
 - 5.1.6 Toilet Paper
 - 5.1.7 Other Product Types
- 5.2 By Distribution Channel
 - 5.2.1 Supermarkets/Hypermarkets
 - 5.2.2 Convenience Stores
 - 5.2.3 Online Retail Stores
 - 5.2.4 Other Distribution Channel
- 5.3 By Geography
 - 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.1.3 Mexico
 - 5.3.1.4 Rest of North America
 - 5.3.2 Europe
 - 5.3.2.1 Spain
 - 5.3.2.2 United Kingdom
 - 5.3.2.3 Germany
 - 5.3.2.4 France
 - 5.3.2.5 Italy
 - 5.3.2.6 Russia
 - 5.3.2.7 Rest of Europe
 - 5.3.3 Asia-Pacific
 - 5.3.3.1 China
 - 5.3.3.2 Japan
 - 5.3.3.3 India
 - 5.3.3.4 Australia
 - 5.3.3.5 Rest of Asia-Pacific
 - 5.3.4 South America
 - 5.3.4.1 Brazil
 - 5.3.4.2 Argentina
 - 5.3.4.3 Rest of South America
 - 5.3.5 Middle-East
 - 5.3.5.1 South Africa
 - 5.3.5.2 United Arab Emirates
 - 5.3.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.4.1 Henkel AG & Co. KGaA
- 6.4.2 S. C. Johnson & Son Inc.
- 6.4.3 Unilever PLC
- 6.4.4 Kao Cooperation
- 6.4.5 The Clorox Company
- 6.4.6 Procter & Gamble
- 6.4.7 Reckitt Benckiser Group PLC
- 6.4.8 Church & Dwight Inc.
- 6.4.9 Better Life
- 6.4.10 Dabur

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Toilet Care Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com