

Toilet Care in India

Market Direction | 2023-02-15 | 17 pages | Euromonitor

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Report description:

According to the Ministry of Health and Family Welfare's National Family Health Survey-5 (2019-2021), the population living in households that use an improved sanitation facility was 70%, compared with 49% in 2015-2016. With better access to toilet facilities, the need to use effective toilet cleaning solutions is increasing, driving solid growth in toilet care in 2022. The overall growth of toilet care in India continued to largely be driven by toilet liquids/foam in actual terms in 2022, as th...

Euromonitor International's Toilet Care in India 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 liquids/foam remains dominant in toilet care

Low-priced SKUs, coupled with government initiatives, benefit manufacturers

Players change the formulation of toilet care products to enhance the customer experience

PROSPECTS AND OPPORTUNITIES

Steady growth in the forecast period, on the back of government initiatives and increased consumer knowledge

Competition from substitutes, coupled with the dominance of Indian format toilets, acts as a challenge

Convenience-seeking consumers set to drive growth of premium toilet care formats

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