

Toilet Care in Greece

Market Direction | 2024-02-22 | 18 pages | Euromonitor

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Report description:

Fragrance is a key area of new developments in toilet care, as players vie to catch consumers' attention. For example, third-placed overall brand Klinex (Unilever Hellas SA) launched a new series of rim blocks with essential oils, with unique fragrances such as Dahlia and Dragonfruit, Hibiscus and Wild Berries, and White Rose and Tea. Notably, in rim blocks Klinex has been growing its share year-on-year and risen to second brand place in the subcategory. Likewise, Klinex has been growing its sha...

Euromonitor International's Toilet Care in Greece 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 2028 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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Multi-pack trend drives growth in ITBs

Toilet liquids/foam volume sales somewhat skewed by players shifting from two-for-one to percentage discount offers

PROSPECTS AND OPPORTUNITIES

Frugal lifestyles will continue to hinder growth over the forecast period

Private label has scope for growth as seen with Lidl, although players need to expand their portfolios

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Summary 1 Research Sources

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

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