

## **Toilet Care in Indonesia**

Market Direction | 2024-02-21 | 18 pages | Euromonitor

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### **Report description:**

Toilet care is a category enjoying strong and stable growth, supported by the ongoing urbanisation trends in Indonesia. As urban migration continues, more consumers are finding themselves in upgraded living conditions, residing in modern houses and apartments. This transition elevates consumers' living standards and also fosters a heightened sense of responsibility to maintain these spaces and ensure cleanliness - notably with seeking to keep bathrooms in a pristine condition. Indeed, the event...

Euromonitor International's Toilet Care in Indonesia 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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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Strong and stable growth continues thanks to increasing urbanisation and product awareness

Toilet liquids/foam is the driving force behind toilet care

Bebek maintains its strong lead, while Harpic continues to nibble away at its share

##### PROSPECTS AND OPPORTUNITIES

Ongoing growth expected, backed by sanitation drives from both the government and major players

Toilet liquids/foam will remain the main choice, thanks to attractive pricing and convenience for local consumer needs

Modern grocery channels set to maintain dominant distribution, while convenience stores and e-commerce also rise

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