

Toilet Care in Ireland

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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Report description:

The outbreak of COVID-19 led to an increase in sales of toilet care, as consumers became increasingly concerned with hygiene levels. However, in 2023, while retail value sales remained high due to inflation, retail volume suffered from rising price points, and volume sales fell following the spike during COVID-19.

Euromonitor International's Toilet Care in Ireland 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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Euromonitor International
February 2024

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TOILET CARE IN IRELAND

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Following the uplift during COVID-19, retail volume sales fall as price impacts growth

Private label increases its position as discounter retailers expand across the country

Harpic retains its leadership, driven by ongoing innovations

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Positive growth for toilet liquids/foams, however, rim blocks challenge sales

Competition to grow in rim blocks as players focus on innovation

Players focus on sustainable innovations to align with consumers rising concerns

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