

Toilet Care in Italy

Market Direction | 2024-02-21 | 20 pages | Euromonitor

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Report description:

Consistent with trends across home care generally, volume sales of toilet care products declined in 2023. As inflation continued to rise, placing household incomes under intense pressure, consumers started to trade down to cheaper products. This applied to toilet care, where consumers increasingly traded more expensive brands for private labels, in order to save money.

Euromonitor International's Toilet Care in Italy 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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2023 DEVELOPMENTS

Toilet care falls in 2023 as consumers rationalise their budgets

Bolton Manitoba remained number one company in 2023, while new construction softened overall decline

Brands respond to evolving demand, with environmental concerns less important in toilet care than elsewhere

PROSPECTS AND OPPORTUNITIES

Volume sales to improve during forecast period, with direct selling holding some potential

In-cistern devices will fall fastest, while opportunities for overall category growth could be found with small businesses

E-Commerce will push sails in ITBs as green products expand within toilet care

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