

## **Toilet Care in Poland**

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

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### **Report description:**

Retail value growth was double-digit in 2023, driven by rising price points and inflation. While consumers became increasingly price-conscious, retail volume growth remained positive, with the outbreak of COVID-19 having a heightened awareness of hygiene, emphasising toilet care products that provide enhanced germ protection.

Euromonitor International's Toilet Care in Poland 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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Private label increases its quality to improve sales in toilet care

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Positive results driven by ongoing scent innovations in toilet care

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#### **DISCLAIMER**

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