

## **Toilet Care in Saudi Arabia**

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

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### **Report description:**

Among the many formats of toilet care products, toilet liquids/foam remained the most in demand in Saudi Arabia at the end of the review period, due to its perceived convenience in easy-glide application. Local consumers appreciate toilet care products such as these, because of their undeniable necessity in cleaning and effectiveness, along with the efficiency and time-saving nature. Toilet liquids/foam also benefits from its more competitive price points compared to in-cistern devices, and ITB...

Euromonitor International's Toilet Care in Saudi Arabia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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##### 2023 DEVELOPMENTS

Toilet liquids/foam remains most popular format, supported by convenience, ease of use and competitive pricing

Rim blocks continues to gain ground due to multiple benefits

Harpic is dominant brand, supported by wide product portfolio and attractive promotions

##### PROSPECTS AND OPPORTUNITIES

Rising demand likely to result in greater competition and innovation efforts

Local brands may have more of an opportunity than private label to penetrate category

Price promotions through retailers set to dampen value sales, while e-commerce offers further growth potential

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