

Toilet Care in the Philippines

Market Direction | 2024-02-21 | 16 pages | Euromonitor

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Report description:

Toilet care saw solid growth in 2023 in both retail volume and current value terms. Most consumers are aware of the importance of maintaining a clean and hygienic toilet to prevent the spread of germs, but also to limit unpleasant smells. Growth was seen across most categories, except for in-cistern devices, which was due to significant price increases. However, decline in this category was from a low base, and therefore did not have a significant impact on overall toilet care. The increased foc...

Euromonitor International's Toilet Care in Philippines 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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Hygiene focus drives growth, especially for toilet liquids/foam

Viscous toilet liquids are preferred for efficacy, value and fragrance

SC Johnson & Son maintains its dominance, while distribution remains mainly offline

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Players will attract consumers by highlighting their benefits compared with bleach

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