

Toilet Care in India

Market Direction | 2024-03-28 | 17 pages | Euromonitor

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Report description:

The strong focus and attention on improving sanitation in India provided a basis for steady retail volume and current value growth in toilet care in India even after the pandemic ended. While there was strong demand for products in the category during the pandemic years, due to the increased amount of time spent at home, and the heightened focus on toilet hygiene, it started to wane in 2023, as people spent more time outside the home and the focus on hygiene reduced. However, growth in the categ...

Euromonitor International's Toilet Care in India 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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Reckitt Benckiser continues to lead toilet care

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