

Toilet Care in Egypt

Market Direction | 2025-02-05 | 16 pages | Euromonitor

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Report description:

Retail volume sales of toilet care registered steep decline in 2024 as Egyptian households relied on multi-purpose cleaners. The high cost of living and price increases within toilet liquid/foam products, urged consumers to migrate to alternative solutions such as bleaches or multi-surface cleaners. Average prices of toilet liquid/foam products increased by another 43% in 2024, putting pressure on households to seek cheaper alternatives.

Euromonitor International's Toilet Care in Egypt 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 2029 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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