

## **Toilet Care in Indonesia**

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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### **Report description:**

Toilet care in Indonesia posted strong and stable growth in 2024, driven by ongoing urbanisation trends across the country. As more Indonesians move to urban areas, their living standards are improving, leading to a stronger focus on hygiene and home cleanliness. This shift has fostered a heightened sense of responsibility among consumers, particularly when it comes to maintaining clean and pleasant-smelling bathrooms. Toilet care products are increasingly seen as indispensable, especially in up...

Euromonitor International's Toilet Care in Indonesia 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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## Table of Contents:

Toilet Care in Indonesia  
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### List Of Contents And Tables

#### TOILET CARE IN INDONESIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Robust growth seen for toilet care in Indonesia in 2024, with rising consumer interest in toilet liquids/foam

Bebek leads, with Harpic in second place

Toilet liquids/foam lead growth and dominate sales in overall toilet care

##### PROSPECTS AND OPPORTUNITIES

Further strong growth projected for toilet care in Indonesia

Toilet liquids/foam set to remain firm favourite among local consumers

Modern retail channels will continue to lead category sales

##### CATEGORY DATA

Table 1 Sales of Toilet Care by Category: Value 2019-2024

Table 2 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 4 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 5 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 6 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

#### HOME CARE IN INDONESIA

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 7 Households 2019-2024

##### MARKET DATA

Table 8 Sales of Home Care by Category: Value 2019-2024

Table 9 Sales of Home Care by Category: % Value Growth 2019-2024

Table 10 NBO Company Shares of Home Care: % Value 2020-2024

Table 11 LBN Brand Shares of Home Care: % Value 2021-2024

Table 12 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 13 Distribution of Home Care by Format: % Value 2019-2024

Table 14 Distribution of Home Care by Format and Category: % Value 2024

Table 15 Forecast Sales of Home Care by Category: Value 2024-2029

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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##### SOURCES

Summary 1 Research Sources

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