

Toilet Care in Saudi Arabia

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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Report description:

Saudi Arabia's toilet care posted positive growth in both volume and current value terms in 2024. In-cistern devices, while initially perceived as costlier than other toilet cleaning formats, offer notable long-term benefits for consumers. Once installed, these devices minimise the need for frequent product replacement and reduce the requirement for manual cleaning. Their appeal lies in ease of installation, user-friendliness, effective odour control, and the convenience of maintaining freshness...

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 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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Harpic remains leading player, while rim blocks sees rising demand through promotions and variety

Liquids/foam dominates category with multifunctional benefits

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Increased investment for concentrated formulations, as e-commerce supports sales growth

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