

## **Toilet Care in Switzerland**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Toilet care experienced negative retail value and volume growth in 2024, reflecting the product's challenging year. Throughout 2024, many consumers continued to seek easy-to-use solutions that simplify bathroom maintenance, which saved toilet care from seeing a further retail volume fall than 1%. However, the negative performance can be attributed to the fact that several key players resorted to price promotions in an attempt to stimulate demand, which led to lower overall value sales. While pro...

Euromonitor International's Toilet Care in Switzerland 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Toilet Care in Switzerland  
Euromonitor International  
February 2025

List Of Contents And Tables

### **TOILET CARE IN SWITZERLAND**

#### **KEY DATA FINDINGS**

#### **2024 DEVELOPMENTS**

A decline in retail value as price promotions hinder stronger value sales

Toilet liquids/foam gains ground as it offers ease of use and a variety of scents

Migros retains its lead as private label products attract budget-conscious consumers

#### **PROSPECTS AND OPPORTUNITIES**

An ongoing decline is predicted for toilet care, as promotional activities challenge value growth

Brands will focus on innovations within rim blocks in an effort to boost retail value

Biodegradable solutions are set to launch as players focus on sustainable attributes

#### **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 SWITZERLAND**

#### **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

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Toilet Care in Switzerland

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com