

Toilet Care in Switzerland

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

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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.

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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

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