

## **Toilet Care in Thailand**

Market Direction | 2025-02-06 | 16 pages | Euromonitor

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### **Report description:**

Although remaining one of the smallest home care categories in Thailand in retail value terms in 2024, toilet care maintained low retail volume and current value growth. However, while rim blocks saw another year of decline in 2024, due to their high price, the larger categories of toilet liquids/foam and in-cistern devices maintained growth. Although toilet care saw lower price rises in 2024 than in 2023, consumers remained price-sensitive, as inflationary pressures still squeezed household bud...

Euromonitor International's Toilet Care in Thailand 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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Euromonitor International  
February 2025

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Consumers remain price-sensitive, but require efficacy along with affordability

Plant-based and natural formulations favoured due to higher environmental consciousness

Supermarkets and hypermarkets continue to dominate, but retail e-commerce rises

#### **PROSPECTS AND OPPORTUNITIES**

Low growth from a low base, with most consumers in urban areas

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#### **DISCLAIMER**

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