

Toilet Care in the Netherlands

Market Direction | 2025-02-05 | 16 pages | Euromonitor

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Report description:

Bleach poses a growing threat to the toilet care category in the Netherlands, as more consumers opt for its affordability and effectiveness over specialised products. Many households are using bleach as a cheaper alternative to toilet liquids and rim blocks, leading to a decline in demand for these products. In response, brands have ramped up promotions, especially 'buy one get one free' on rim blocks and toilet liquids in major supermarkets. These deep discounts bring the price of branded produ...

Euromonitor International's Toilet Care in Netherlands 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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