



# Toilet Care in Poland

February 2024

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## Toilet Care in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rim blocks drive retail volume sales, being efficient and convenient  
Private label increases its quality to improve sales in toilet care  
Bref continues to lead the landscape, having a high level of consumer trust

#### PROSPECTS AND OPPORTUNITIES

Positive results driven by ongoing scent innovations in toilet care  
Sustainable developments align with the rising demands of eco-conscious consumers  
Private label continues to gain ground, offering appealing and affordable price points

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