



Toilet Care in Ireland

February 2024

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Toilet Care in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Following the uplift during COVID-19, retail volume sales fall as price impacts growth
Private label increases its position as discounter retailers expand across the country
Harpic retains its leadership, driven by ongoing innovations

PROSPECTS AND OPPORTUNITIES

Positive growth for toilet liquids/foams, however, rim blocks challenge sales
Competition to grow in rim blocks as players focus on innovation
Players focus on sustainable innovations to align with consumers rising concerns

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DISCLAIMER

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