



Toilet Care in Austria

February 2024

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Toilet Care in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest value growth resulting from inflation in 2023, but volume since decline

Contemporary toilet designs no longer favour in-cistern devices Trend three

Henkel stays on top in 2023, thanks to the widespread popularity of its Blue Star brand Trend three

PROSPECTS AND OPPORTUNITIES

Positive outlook for toilet care over the forecast period

Environmental concerns will extend to toilet care in the coming years

Private label will retain its appeal as consumers value its affordability and quality

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MARKET DATA

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DISCLAIMER

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