



# Toilet Care in Slovakia

February 2024

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## Toilet Care in Slovakia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flat volume growth noted, with big name and private label options for consumers to choose from

Rim blocks continue to attract the attention of consumers over in-cistern devices

Toilet care gets the "green" treatment with eco-friendly brands on the rise

#### PROSPECTS AND OPPORTUNITIES

An overall sluggish performance expected, with rim blocks remaining the rising star

In-cistern devices will continue to lose out, with competition polarised between Toilet Duck and private label

Private label players will need to innovate to maintain their popularity as consumers regain their spending power

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