



Toilet Care in Hong Kong, China

March 2024

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Toilet Care in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet care demand steady as hygiene habits from the pandemic endure
Toilet liquids maintains the highest sales due to habit and efficacy
In-cistern devices and ITBs remain smaller categories

PROSPECTS AND OPPORTUNITIES

Toilet care expected to see a slowing of growth over the forecast period
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Home Care in Hong Kong, China - Industry Overview

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