



# Toilet Care in Mexico

February 2024

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## Toilet Care in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued growth, although toilet care remains a small category due to competition  
New scents and improved formulae deliver a better experience  
SC Johnson and Reckitt Benckiser dominate, despite increasing competition

#### PROSPECTS AND OPPORTUNITIES

Stable but modest volume growth expected, due to competition from other home care categories  
Access to new products online, which may move into store-based retailers  
The need to cater to Millennials with sustainable products and social networking

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