



Toilet Care in Bolivia

February 2024

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Toilet Care in Bolivia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet care records further growth, with sales supported by the adoption of new cleaning habits following the pandemic

Expansion of toilet liquids/foam with new, affordable brands entering the market

Local brands innovate with larger, more cost-effective pack sizes

PROSPECTS AND OPPORTUNITIES

New brands to target higher-income consumers, whilst cheaper multipurpose products will remain popular

Relevance of value brands in rim blocks

Product innovation to focus on disinfectant properties and toilet liquids/foams

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MARKET DATA

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DISCLAIMER

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