



Toilet Care in Ecuador

February 2024

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Toilet Care in Ecuador - Category analysis

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2023 DEVELOPMENTS

SC Johnson invests in advertising in a normally stagnant category
Competition from multi-purpose cleaners and disinfectants impacts growth
Discounts and promotions to boost sales

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Lower purchasing power will limit the development of toilet care products
SC Johnson could inject life into the category
Affordability is key for growth

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DISCLAIMER

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