

# Toilet Care in Poland

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Rim blocks drive retail volume sales, being efficient and convenient
- Private label increases its quality to improve sales in toilet care
- Bref continues to lead the landscape, having a high level of consumer trust

PROSPECTS AND OPPORTUNITIES

- Positive results driven by ongoing scent innovations in toilet care
- Sustainable developments align with the rising demands of eco-conscious consumers
- Private label continues to gain ground, offering appealing and affordable price points

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DISCLAIMER

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