

# **Toilet Care in Dominican Republic**

February 2024

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# Toilet Care in Dominican Republic - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Toilet care posts moderate growth Lower price formats gain relevance amid high inflation Multi-functionality of competing products impacts sales performance

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Toilet liquid/foam care products to innovate with new compounds Consumers seek a balance between disinfectant properties and pleasant aromas Local brands have an opportunity to gain traction

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