

Toilet Care in Canada

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Toilet Care in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising price points and multi-functional surface care products challenge sales Canadian companies offer sustainable options to eco-conscious consumers Toilet cleaning sheets gain popularity as an e-commerce friendly format

PROSPECTS AND OPPORTUNITIES

Other home care products challenge sales of toilet care products Innovations focus on sustainable attributes to boost value growth Smart toilets to challenge growth of toilet care products over the coming years

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DISCLAIMER

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