

# Toilet Care in Taiwan

February 2024

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## Toilet Care in Taiwan - Category analysis

### KEY DATA FINDINGS

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The humid climate drives ongoing retail volume growth for toilet care

Toilet liquid/foams registers positive growth as consumers consider the product effective

Concerns surrounding efficacy challenges sales of in-cistern devices

#### PROSPECTS AND OPPORTUNITIES

Players focus on eco-friendly options with natural ingredients to drive value growth

International and domestic players continue to have equal share of the landscape

Private label remain negligible among a wider offering of major brands

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