

Toilet Care in Ireland

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Following the uplift during COVID-19, retail volume sales fall as price impacts growth
Private label increases its position as discounter retailers expand across the country
Harpic retains its leadership, driven by ongoing innovations

PROSPECTS AND OPPORTUNITIES

Positive growth for toilet liquids/foams, however, rim blocks challenge sales
Competition to grow in rim blocks as players focus on innovation
Players focus on sustainable innovations to align with consumers rising concerns

CATEGORY DATA

Table 1 - Sales of Toilet Care by Category: Value 2018-2023
Table 2 - Sales of Toilet Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Toilet Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Toilet Care: % Value 2020-2023
Table 5 - Forecast Sales of Toilet Care by Category: Value 2023-2028
Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

Home Care in Ireland - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 13 - Distribution of Home Care by Format: % Value 2018-2023
Table 14 - Distribution of Home Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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