

# Toilet Care in Hong Kong, China

March 2024

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## Toilet Care in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Toilet care demand steady as hygiene habits from the pandemic endure

Toilet liquids maintains the highest sales due to habit and efficacy

In-cistern devices and ITBs remain smaller categories

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Smaller brands projected to gain share from SC Johnson

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