

Toilet Care in India

March 2024

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Toilet Care in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet care sustains modest growth due to heightened awareness of hygiene

Toilet liquids/foam remains the preferred format for Indian consumers

Reckitt Benckiser continues to lead toilet care

PROSPECTS AND OPPORTUNITIES

Macroeconomic factors and growing awareness set to support growth over the forecast years

Rising emphasis on eco-friendly options to drive value growth

Retail e-commerce will continue to gain traction due to the convenience factor

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DISCLAIMER

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