

# Toilet Care in Singapore

February 2024

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## Toilet Care in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flat performance by toilet care driven by greater mobility, and reduced emphasis on regular sanitising of bathroom area

E-commerce remains popular alternative channel for toilet care purchases

Toilet liquids/foam remains most popular format, driven by ease of use and versatility

#### PROSPECTS AND OPPORTUNITIES

Convenience to support further online sales of toilet care

Toilet care could see competition from homemade options using natural ingredients

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