

# **Toilet Care in South Africa**

March 2024

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#### Toilet Care in South Africa - Category analysis

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#### 2023 DEVELOPMENTS

Consumers review purchases, comparing lower prices with known brand quality Improving sanitation in South Africa supports toilet care demand Fragrance is key to further brand growth

#### PROSPECTS AND OPPORTUNITIES

Specific value is key, with Harpic launching 50% thicker bleach with baking soda Toilet care purchases depend on popularity of multi-purpose cleaners Ambi-Pur Flush reintroduces odour-eliminating technology

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