

Toilet Care in Indonesia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong and stable growth continues thanks to increasing urbanisation and product awareness

Toilet liquids/foam is the driving force behind toilet care

Bebek maintains its strong lead, while Harpic continues to nibble away at its share

PROSPECTS AND OPPORTUNITIES

Ongoing growth expected, backed by sanitation drives from both the government and major players

Toilet liquids/foam will remain the main choice, thanks to attractive pricing and convenience for local consumer needs

Modern grocery channels set to maintain dominant distribution, while convenience stores and e-commerce also rise

CATEGORY DATA

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Home Care in Indonesia - Industry Overview

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MARKET DATA

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DISCLAIMER

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