

# **Toilet Care in South Korea**

February 2024

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# Toilet Care in South Korea - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Pandemic spurs increased focus on toilet care hygiene and product innovation Rising tide of small brands as e-commerce surges post-pandemic

#### PROSPECTS AND OPPORTUNITIES

Toilet care is expected to register moderate growth Disposable all-in-one toilet care expected to grow

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