

Toilet Care in Argentina

February 2024

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Toilet Care in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales stagnate

Rim blocks still the largest category despite posting the sharpest fall SC Johnson still unrivalled despite migration amongst its own brands

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Toilet liquids/foam presents the most promising outlook

In-cistern devices is still underdeveloped and has room to grow

Rim blocks set to remain the biggest category

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