

Toilet Care in Argentina

January 2023

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Toilet Care in Argentina - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fewer local consumers at home led to a decline across toilet care in 2022
ITB blocks remained the biggest subcategory despite witnessing the sharpest fall
Multinational SC Johnson & Son leads in 2022 with popular brands

PROSPECTS AND OPPORTUNITIES

Toilet care will see steady growth over the forecast period as home working trends continue
In-cistern devices have an optimistic outlook thanks to recent expansion
Innovation within rim blocks through gel discs offers scope for category growth

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MARKET DATA

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DISCLAIMER

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