

Toilet Care in Austria

January 2023

Table of Contents

Toilet Care in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Less time spent in the household reduces the demand for toilet care
Innovation and product sophistication boosts sales of in-cistern devices
Blue Star continues to lead the landscape; however, private label gains ground

PROSPECTS AND OPPORTUNITIES

Steady current retail value growth as entertaining rises and convenience products drive sales
In store shopping continues to be the preferred method, above e-commerce
Green products remain in their infancy, with room for growth

CATEGORY DATA

- Table 1 - Sales of Toilet Care by Category: Value 2017-2022
- Table 2 - Sales of Toilet Care by Category: % Value Growth 2017-2022
- Table 3 - NBO Company Shares of Toilet Care: % Value 2018-2022
- Table 4 - LBN Brand Shares of Toilet Care: % Value 2019-2022
- Table 5 - Forecast Sales of Toilet Care by Category: Value 2022-2027
- Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

Home Care in Austria - Industry Overview

EXECUTIVE SUMMARY

Home care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

- Table 7 - Households 2017-2022

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2017-2022
- Table 9 - Sales of Home Care by Category: % Value Growth 2017-2022
- Table 10 - NBO Company Shares of Home Care: % Value 2018-2022
- Table 11 - LBN Brand Shares of Home Care: % Value 2019-2022
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
- Table 13 - Distribution of Home Care by Format: % Value 2017-2022
- Table 14 - Distribution of Home Care by Format and Category: % Value 2022
- Table 15 - Forecast Sales of Home Care by Category: Value 2022-2027
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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