

Toilet Care in Germany

April 2023

Table of Contents

Toilet Care in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for toilet care drops below pre-pandemic levels in 2022
Rim blocks maintains popularity in 2022
Further declines for in-cistern devices in Germany

PROSPECTS AND OPPORTUNITIES

Projected value declines as toilet care settles into post-pandemic norms
Affordability, convenience and sustainability will remain top of mind
Eco-friendly players to further enter the category

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 Germany - 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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