

Toilet Care in Mexico

January 2023

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Toilet Care in Mexico - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Expansion hindered by competition from cheaper, non-specialised alternatives
SC Johnson and Reckitt Benckiser dominate sales amid increasing competition from new entrants
Leading brands look to offer greater convenience to users through the 'duck-style' bottle presentation

PROSPECTS AND OPPORTUNITIES

Stable, yet modest growth expected, as toilet care continues to compete with other home care products
Toilet liquids/foam likely to see further innovation and new launches
New fragrances will be a focus of innovation

CATEGORY DATA

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Home Care in Mexico - Industry Overview

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MARKET DATA

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DISCLAIMER

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