

# Toilet Care in South Korea

January 2023

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## Toilet Care in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers still attach great importance to toilet care in South Korea  
Toilet care remains highly consolidated in 2022  
Blurring of lines between toilet care and bathroom cleaners

#### PROSPECTS AND OPPORTUNITIES

Products must offer cleaning power and convenience of use  
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Prolonged purchase cycle for toilet care in line with increasing penetration of bidets in South Korea

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