

Toilet Care in Switzerland

January 2023

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Toilet Care in Switzerland - Category analysis

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2022 DEVELOPMENTS

Toilet care on the rise as more time in the home means more time in the toilet

Innovation continues to be seen as players look to freshen up the competition

Private label leads toilet care thanks to affordable pricing

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Convenience likely to remain key to success, but greener options could win favour

Unit prices expected to come under the microscope

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DISCLAIMER

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