

Toilet Care in Norway

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Toilet Care in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Attribute bundling gains traction in toilet care Toilet liquids/foams perform well due to convenience and effectiveness Sustainability is a key influence on purchasing decisions

PROSPECTS AND OPPORTUNITIES

Weak economic outlook to create a challenging climate Use of scents and fragrances may enable some premiumisation Greater efficacy to support the purchasing decision

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DISCLAIMER

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