



**Euromonitor
International**

Toilet Care in Portugal

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Some volume decline in a mature category in 2024
- Ambipur enters toilet care with innovative fragrances
- Liquid bathroom cleaners remain affected by the popularity of rim blocks

PROSPECTS AND OPPORTUNITIES

- Maturity will continue to affect growth potential in the years ahead
- Promotional activity and innovation will be key for category growth
- Increasing emphasis on sustainability expected

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Home Care in Portugal - Industry Overview

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DISCLAIMER

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