



Euromonitor
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Toilet Care in Greece

February 2025

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2024 DEVELOPMENTS

Maternity negatively affects the performance of ITBs
Competition with other home care products hinders the growth of toilet liquids/foam
Lack of innovation impedes the growth of toilet care but benefits private label

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toilet-care-in-greece/report.