

Toilet Care in Finland

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Toilet Care in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers are attracted to advanced formulations Pressure is on players to develop sustainable offerings Rising cost of living pressures pushes consumers towards more affordable options

PROSPECTS AND OPPORTUNITIES

Opportunity to drive sales through fragrance development Rising interest in gentle and nature-based product formulations Private label is expected to raise the bar in product development

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DISCLAIMER

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