



**Euromonitor
International**

Toilet Care in Singapore

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Focus on hygiene and cleanliness drives demand for toilet care
Convenience drives product innovation in toilet care, while toilet liquids/foam remains the most popular product overall
Eco-friendly and sustainable trends also on the rise in toilet care

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DIY cleaning solutions offer eco-friendly options to environmentally aware consumers
Convenience will remain a key driver of sales
E-commerce will also support sales

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Home Care in Singapore - Industry Overview

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DISCLAIMER

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