

# **Toilet Care in Canada**

February 2025

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# Toilet Care in Canada - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Decreases in value and volume as consumers focus on essentials Canadian players active in category with sustainable and innovative products E-commerce sees decline but remains a key channel in a competitive environment

#### PROSPECTS AND OPPORTUNITIES

Limited prospects despite population growth Adoption of technology such as smart toilets expected to help reduce demand for toilet care over forecast period International players set to maintain dominance over forecast period

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