

Toilet Care in Canada

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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

CATEGORY DATA

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Home Care in Canada - Industry Overview

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Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

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MARKET DATA

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DISCLAIMER

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Summary 1 - Research Sources

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