



Euromonitor
International

Toilet Care in Taiwan

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet care registers continued growth in 2024
Toilet liquids/foam continues to register higher value sales than in-cistern devices
In-cistern devices has lower consumer trust, while ITBs is hampered by high prices

PROSPECTS AND OPPORTUNITIES

Toilet care expected to maintain stable growth over the forecast period
International brands set to maintain their lead in toilet care
Private label will continue to account for a negligible share due to the popularity of standard brands

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DISCLAIMER

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