



Toilet Care in South Africa

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hygiene awareness supports growth for toilet care
Toilet liquids/foam shows slower growth in 2024
Stable competitive landscape, with SC Johnson maintaining its lead

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Toilet care expected to continue growing
In-cistern devices and ITBs will struggle to achieve volume growth due to low consumer affordability
Fragrance likely to be increasingly important

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Home Care in South Africa - Industry Overview

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DISCLAIMER

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