



Euromonitor
International

Toilet Care in Israel

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet care product prices stabilise in 2024, with toilet liquids/foam driving overall category growth
Bref expands presence in local market
Rim blocks remain more popular than liquids, while wipes continue to grow

PROSPECTS AND OPPORTUNITIES

Forecast period will bring higher prices for toilet care products in Israel
Rim blocks will rise further, though convenience may become secondary to affordability
Eco-friendly trend expected to gather pace as consumers develop heightened awareness

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Home Care in Israel - Industry Overview

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DISCLAIMER

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