



**Euromonitor
International**

Toilet Care in Ireland

February 2025

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2024 DEVELOPMENTS

Retail volume sales shake off post-COVID-19 hangover and return to growth
Toilet liquids/foams an increasingly popular alternative to bleach
Reckitt Benckiser Ireland Ltd strengthens leadership position

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Rim blocks and toilet liquids/foams will remain the top performers
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Home Care in Ireland - Industry Overview

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