

Toilet Care in Austria

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume decline but current value sales benefit from higher prices in 2024
Henkel retains its strong lead thanks to ongoing innovation
Supermarkets continues to benefit from convenience factor and wide product range

PROSPECTS AND OPPORTUNITIES

Economic improvements will boost growth for toilet care in the coming years
In-cistern devices will see decline as toilet systems evolve
Sustainability will remain important, but efficacy will be the priority

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DISCLAIMER

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