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# Toilet Care in Indonesia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Robust growth seen for toilet care in Indonesia in 2024, with rising consumer interest in toilet liquids/foam  
Bebek leads, with Harpic in second place  
Toilet liquids/foam lead growth and dominate sales in overall toilet care

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Further strong growth projected for toilet care in Indonesia  
Toilet liquids/foam set to remain firm favourite among local consumers  
Modern retail channels will continue to lead category sales

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Home Care in Indonesia - Industry Overview

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DISCLAIMER

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