



# Toilet Care in India

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hygiene awareness boosts growth, but functionality remains the primary driver  
Reckitt Benckiser sustains dominance through Harpic’s diversified product range  
Offline retail dominates distribution, led by neighbourhood grocery stores

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes drive accessibility but limit premiumisation potential  
Government sanitation programmes unlock rural market potential  
Fragrance and ease-of-use shape the future of innovation

CATEGORY DATA

- Table 1 - Sales of Toilet Care by Category: Value 2019-2024
- Table 2 - Sales of Toilet Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Toilet Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Toilet Care: % Value 2021-2024
- Table 5 - Forecast Sales of Toilet Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

Home Care in India - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

- Table 7 - Households 2019-2024

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2019-2024
- Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 13 - Distribution of Home Care by Format: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/toilet-care-in-india/report](http://www.euromonitor.com/toilet-care-in-india/report).