



Toilet Care in China

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hygiene awareness drives growth for toilet care
- Fragrance continues to be a main trend in toilet care
- Mr Muscle's wide offering and strong reputation maintains its lead in toilet care

PROSPECTS AND OPPORTUNITIES

- In-cistern devices likely to continue its strong growth momentum
- Slower growth for toilet liquids/foam, due to rising competition
- Further penetration likely for retail e-commerce in the forecast period

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Home Care in China - Industry Overview

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DISCLAIMER

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