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# Toilet Care in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers remain price-sensitive, but require efficacy along with affordability  
Plant-based and natural formulations favoured due to higher environmental consciousness  
Supermarkets and hypermarkets continue to dominate, but retail e-commerce rises

PROSPECTS AND OPPORTUNITIES

Low growth from a low base, with most consumers in urban areas  
Innovation in packaging and dispensing to attract consumers  
SC Johnson & Son set to maintain its lead over Kao Industrial

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Home Care in Thailand - Industry Overview

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DISCLAIMER

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