

Toilet Care in Spain

February 2025

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Toilet Care in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rim blocks rises fastest within toilet care in 2024

Private label sees rapid rises in ITBs

Players increase investment in innovation to counteract the advance of private label

PROSPECTS AND OPPORTUNITIES

Growth in toilet care expected to be driven by rim blocks and liquids/foam

Private label will keep on growing within toilet care

E-commerce to see steady expansion throughout the forecast period, with sustainability coming into sharper focus

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