

Toilet Care in Chile

February 2025

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Toilet Care in Chile - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Easing of cleaning routines negatively impacts demand for toilet care
The shift to multi-purpose cleaners places pressure on category
SC Johnson & Son changes focus while maintaining leadership

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Some stabilising of toilet care sales likely once economy improves

Simplifying of cleaning routines will still drive some demand for in-cistern devices

The rise of scented solutions within toilet care

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DISCLAIMER

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