

Toilet Care in the United Arab Emirates

February 2024

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Toilet Care in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Promotions and price discounts remain a key focus for category players Hybrid working remains a catalyst for elevated demand Local consumers seek value for money and multifunctional toilet care

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Shifting consumer preference for cost-effective toilet care options Sustainability set to take centre stage over the forecast period Further innovation expected to boost future sales

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Home Care in the United Arab Emirates - Industry Overview

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