

Toilet Care in Austria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest value growth resulting from inflation in 2023, but volume since decline
Contemporary toilet designs no longer favour in-cistern devices Trend three
Henkel stays on top in 2023, thanks to the widespread popularity of its Blue Star brand Trend three

PROSPECTS AND OPPORTUNITIES

Positive outlook for toilet care over the forecast period
Environmental concerns will extend to toilet care in the coming years
Private label will retain its appeal as consumers value its affordability and quality

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DISCLAIMER

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- Summary 1 - Research Sources

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