

Toilet Care in Greece

February 2024

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Toilet Care in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fragrance remains under the spotlight of developments in toilet care

Multi-pack trend drives growth in ITBs

Toilet liquids/foam volume sales somewhat skewed by players shifting from two-for-one to percentage discount offers

PROSPECTS AND OPPORTUNITIES

Frugal lifestyles will continue to hinder growth over the forecast period

Private label has scope for growth as seen with Lidl, although players need to expand their portfolios

Rim blocks will continue to attract investment and developments

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DISCLAIMER

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