



Toilet Care in Poland

February 2024

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Toilet Care in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rim blocks drive retail volume sales, being efficient and convenient
Private label increases its quality to improve sales in toilet care
Bref continues to lead the landscape, having a high level of consumer trust

PROSPECTS AND OPPORTUNITIES

Positive results driven by ongoing scent innovations in toilet care
Sustainable developments align with the rising demands of eco-conscious consumers
Private label continues to gain ground, offering appealing and affordable price points

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DISCLAIMER

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