

Toilet Care in Austria

February 2024

Table of Contents

Toilet Care in Austria - Category analysis

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

CATEGORY DATA

Table 1 - Sales of Toilet Care by Category: Value 2018-2023

Table 2 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 5 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

Home Care in Austria - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023

Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 - Distribution of Home Care by Format: % Value 2018-2023

Table 14 - Distribution of Home Care by Format and Category: % Value 2023

Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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