

# Toilet Care in Bolivia

February 2024

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## Toilet Care in Bolivia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Toilet care records further growth, with sales supported by the adoption of new cleaning habits following the pandemic  
Expansion of toilet liquids/foam with new, affordable brands entering the market  
Local brands innovate with larger, more cost-effective pack sizes

#### PROSPECTS AND OPPORTUNITIES

New brands to target higher-income consumers, whilst cheaper multipurpose products will remain popular  
Relevance of value brands in rim blocks  
Product innovation to focus on disinfectant properties and toilet liquids/foams

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