

Toilet Care in Thailand

February 2024

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Toilet Care in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth rate rises amidst niche status and shifting consumer preferences
The allure of rim blocks and in-cistern devices amongst selected consumers
Noteworthy price rise for toilet liquids/foam in modern trade and online channels

PROSPECTS AND OPPORTUNITIES

Modest growth projections for toilet care in the forecast period
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DISCLAIMER

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