

Toilet Care in Pakistan

February 2024

Table of Contents

Toilet Care in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Emphasis on preventative hygiene continues to push the demand for toilet care products in 2023

Toilet liquids/foam gains popularity among a wider population

Harpic leverages wide offer and modern marketing tools to maintain dominance

PROSPECTS AND OPPORTUNITIES

Demographic and social developments to fuel the demand for toilet care products

Improving living standards to boost growth potential

Growing popularity of toilet cleaners with disinfectant properties among more affluent consumers

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

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

Table 14 - Forecast Sales of Home Care by Category: Value 2023-2028

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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