



Toilet Care in Israel

February 2024

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Toilet Care in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stable demand for toilet care despite unit price increases

Toilet care wipes offer convenient alternative but toilet liquids/foam drives overall demand for toilet care

Bref expands presence in local market

PROSPECTS AND OPPORTUNITIES

Prices to further rise, but demand for toilet care will continue to grow over forecast period

Rim blocks offer further growth potential, driven by convenience

Eco-friendly trend expected to gather pace as consumers develop heightened awareness

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DISCLAIMER

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