

# Toilet Care in Ireland

February 2024

Table of Contents

## Toilet Care in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Following the uplift during COVID-19, retail volume sales fall as price impacts growth  
Private label increases its position as discounter retailers expand across the country  
Harpic retains its leadership, driven by ongoing innovations

#### PROSPECTS AND OPPORTUNITIES

Positive growth for toilet liquids/foams, however, rim blocks challenge sales  
Competition to grow in rim blocks as players focus on innovation  
Players focus on sustainable innovations to align with consumers rising concerns

#### 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 Ireland - 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

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### SOURCES

Summary 1 - Research Sources

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