

Toilet Care in Mexico

February 2024

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Toilet Care in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth, although toilet care remains a small category due to competition
New scents and improved formulae deliver a better experience
SC Johnson and Reckitt Benckiser dominate, despite increasing competition

PROSPECTS AND OPPORTUNITIES

Stable but modest volume growth expected, due to competition from other home care categories
Access to new products online, which may move into store-based retailers
The need to cater to Millennials with sustainable products and social networking

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Home Care in Mexico - Industry Overview

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MARKET DATA

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DISCLAIMER

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