



Toilet Care in Egypt

February 2024

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Toilet Care in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet care records sharp decline in demand due to price hikes and competition from alternative products

Toilet liquids/foam suffers fall as consumers shift to other home care products

E-commerce retains a limited presence in toilet care

PROSPECTS AND OPPORTUNITIES

Marginal retail volume growth to be driven by toilet liquids/foam

Manufacturers to invest in specific features and functions

E-commerce and social media to play more significant roles in toilet liquids/foam

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DISCLAIMER

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