



Toilet Care in Saudi Arabia

February 2024

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Toilet Care in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet liquids/foam remains most popular format, supported by convenience, ease of use and competitive pricing
Rim blocks continues to gain ground due to multiple benefits
Harpic is dominant brand, supported by wide product portfolio and attractive promotions

PROSPECTS AND OPPORTUNITIES

Rising demand likely to result in greater competition and innovation efforts
Local brands may have more of an opportunity than private label to penetrate category
Price promotions through retailers set to dampen value sales, while e-commerce offers further growth potential

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Home Care in Saudi Arabia - Industry Overview

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MARKET DATA

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DISCLAIMER

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