



Toilet Care in Chile

February 2024

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Toilet Care in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers choose more affordable alternatives due to economic instability
Players aim to improve their profitability
SC Johnson & Son retains dominance of competitive landscape

PROSPECTS AND OPPORTUNITIES

Better economic conditions will favour penetration of toilet care among Chilean households
Rim blocks will continue to drive value sales of toilet care in Chile
Penetration of private label is expected to remain low

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DISCLAIMER

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