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Toilet Care in Portugal

https://marketpublishers.com/r/TFD17769AE4EN.html
Date: February 2024
Pages: 18
Price: US$ 990.00 (Single User License)
ID: TFD17769AE4EN

Abstracts

Toilet care saw current value growth driven by rising average unit prices as a result of persistent inflation in 2023. Constant promotional activity avoided a stronger consumer switch to private label during the year. On the other hand, consumers seemed willing to pay higher prices for products that they believed provided more of a guarantee of efficacy. Nonetheless, most categories saw volume sales fall. While this was in part the result of rationalised consumer spending as the cost of living c...

Euromonitor International's Toilet Care in Portugal market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Toilet Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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