

# Toilet Care Market by Product (Liquid Toilet Cleaners, Toilet Rim Blocks, and Others), Application (Household, Commercial), and Region 2024-2032

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## Abstracts

The global toilet care market size reached US\$ 9.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 13.8 Billion by 2032, exhibiting a growth rate (CAGR) of 3.9% during 2024-2032. The market is experiencing stable growth driven by the increasing hygiene awareness, the demand for environmentally friendly products, growth in urbanization leading to higher toilet usage, and innovative product developments offering convenience and efficacy.

**Toilet Care Market Analysis:**

**Market Growth and Size:** The global toilet care market is witnessing stable growth, driven by increasing hygiene awareness and urbanization, with a growing emphasis on cleanliness and sanitation, along with expanding populations in urban areas, contributes to the market's continued expansion.

**Technological Advancements:** Technological advancements in the industry have led to the development of more efficient and eco-friendly toilet care products. Innovations include toilet cleaners with improved formulations, automated cleaning systems, and eco-conscious packaging.

**Industry Applications:** Toilet care products find applications in both household and commercial settings, addressing the sanitation needs of homes, offices, hotels, and public facilities. They play a critical role in maintaining clean and hygienic restroom environments.

**Geographical Trends:** Geographically, the toilet care market experiences significant growth in densely populated urban regions where sanitation and cleanliness are priorities. Emerging markets in Asia-Pacific and Africa present substantial growth opportunities for toilet care product manufacturers.

**Competitive Landscape:** The market is competitive, with several global and regional

players offering a wide range of toilet care products. Competition drives product innovation and pricing strategies to cater to diverse consumer preferences.

**Challenges and Opportunities:** Challenges include increasing environmental concerns related to chemical usage and the need for sustainable product options. Opportunities arise from the growing awareness of hygiene, potential market expansion in developing regions, and the adoption of greener technologies.

**Future Outlook:** The toilet care market is expected to continue its growth trajectory, fueled by ongoing urbanization, hygiene consciousness, and advancements in eco-friendly products. Sustainable solutions and technology-driven innovations are likely to dominate the industry's future landscape as it evolves to meet changing consumer preferences and global environmental concerns.

#### Toilet Care Market Trends:

##### Increasing health and hygiene awareness

The toilet care market is significantly driven by the growing awareness of health and hygiene among consumers. With the rise of infectious diseases and a greater understanding of the importance of cleanliness, individuals are more attentive to the sanitation of their toilets. This awareness is not only limited to residential spaces but extends to commercial and public sectors as well. Governments and health organizations are increasingly promoting hygiene practices, further encouraging the use of toilet care products. The demand for products that offer effective cleaning and disinfection is on the rise, reflecting a global trend towards maintaining hygienic and germ-free environments.

##### Product innovation

Another key factor propelling the toilet care market is continuous innovation and product development. Manufacturers are constantly introducing advanced products that promise more efficient cleaning, pleasant fragrances, and eco-friendly ingredients. These innovations cater to a diverse range of consumer preferences and needs. For instance, the development of organic and natural cleaning products addresses the demand from environmentally conscious consumers. Additionally, the introduction of convenient and easy-to-use products, such as in-cistern devices and disposable cleaning wipes, appeals to time-constrained consumers seeking practical cleaning solutions.

##### Increasing urbanization and standards of living

The expansion of the toilet care market is closely linked to the global trend of

urbanization and rising living standards. As more people move to urban areas, there is a growing demand for household cleaning products, including those for toilet care. Urban lifestyles often correlate with higher incomes and increased spending on home maintenance products. Moreover, the development of modern housing with multiple bathrooms increases the need for more toilet care products. This urban shift, combined with a higher standard of living, is a significant driver of the toilet care market.

### Rising disposable incomes

The increase in disposable income among consumers, especially in emerging economies, is a key driver for the toilet care market. Higher income levels allow for greater spending on home care products, including those for toilet cleaning and maintenance. Consumers with higher disposable incomes are more likely to invest in premium and specialized toilet care products, contributing to market growth. This trend is particularly noticeable in developing countries, where economic growth is leading to a rise in living standards and a willingness to spend on home hygiene.

### Rising adoption in commercial sectors

The growing demand for toilet care products in the commercial sector significantly contributes to market expansion. Facilities like hotels, restaurants, offices, and public restrooms require regular and effective toilet cleaning solutions to maintain hygiene standards. This need is driving the demand for bulk purchasing of toilet care products by these establishments. Moreover, the focus on maintaining high cleanliness standards in public and commercial spaces, especially post-pandemic, has amplified the need for effective and efficient toilet care solutions, thus propelling market growth.

### Toilet Care Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on product and application.

### Breakup by Product:

Liquid Toilet Cleaners

Toilet Rim Blocks

Others

The report has provided a detailed breakup and analysis of the toilet care market based

on the product. This includes liquid toilet cleaners, toilet rim blocks, and others.

Liquid toilet cleaners are known for their versatility and ease of use, making them a popular choice among consumers. These cleaners typically come in bottles or containers and are applied directly to the toilet bowl. They are designed to remove stains, disinfect, and provide a fresh fragrance. Liquid toilet cleaners appeal to consumers seeking effective and convenient solutions for maintaining a clean and hygienic toilet. The market for liquid toilet cleaners continues to grow as manufacturers innovate by introducing eco-friendly formulations and ergonomic packaging, catering to the demand for both effectiveness and environmental responsibility.

Toilet rim blocks represent another distinct segment in the toilet care market. These solid cleaning blocks are designed to be placed directly under the toilet rim, where they dissolve slowly with each flush, releasing cleaning agents and fragrances into the bowl. Toilet rim blocks provide continuous freshness and cleanliness, making them a preferred choice for consumers looking for hassle-free maintenance. This segment of the market caters to those who value long-lasting odor control and the convenience of automatic cleaning with every flush. Manufacturers in this category often focus on scent variations and extended durability to meet consumer preferences.

Breakup by Application:

Household  
Commercial

Household holds the largest share in the industry

A detailed breakup and analysis of the toilet care market based on the application has also been provided in the report. This includes household and commercial. According to the report, household accounted for the largest market share.

The household segment within the toilet care market represents products primarily designed for individual and family use. These products cater to the sanitation and hygiene needs of residential bathrooms. Household toilet care items include toilet bowl cleaners, rim blocks, in-tank tablets, and other cleaning solutions. Consumers seek convenience, effectiveness, and freshness in these products, often choosing fragranced and easy-to-use options. Eco-friendly and septic-tank-safe variants are gaining popularity among environmentally conscious households. Market players focus on offering a variety of formulations, scents, and packaging sizes to meet diverse

consumer preferences within this segment.

The commercial segment in the toilet care market encompasses products tailored for use in non-residential settings such as offices, hotels, restaurants, schools, healthcare facilities, and public restrooms. In this segment, the emphasis is on maintaining clean, hygienic, and pleasant restroom environments for visitors, employees, and patrons. Commercial toilet care solutions include industrial-strength toilet bowl cleaners, urinal blocks, air fresheners, and automated toilet cleaning systems. Efficiency, durability, and cost-effectiveness are essential factors for businesses and institutions, driving their choice of toilet care products. Additionally, sustainable and low-maintenance options align with corporate responsibility and cost-saving initiatives in the commercial sector.

#### Breakup by Region:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific leads the market, accounting for the largest toilet care market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

In North America, the toilet care market is characterized by a mature and well-established consumer base with a high degree of hygiene consciousness. Consumers in this region seek eco-friendly and effective toilet care products, driving the demand for environmentally responsible solutions. The market also benefits from technological advancements, including automation and smart toilet cleaning systems. Key players in North America focus on innovation and sustainable product offerings to cater to the discerning preferences of consumers.

Europe's toilet care market showcases a similar emphasis on sustainability and environmental responsibility. Eco-conscious consumers in the region prioritize biodegradable and non-toxic toilet cleaning options. Additionally, stringent environmental regulations and labeling requirements promote the development of greener products. Europe also witnesses a growing interest in automated and smart toilet cleaning systems, reflecting a trend towards convenience and efficiency in restroom maintenance.

The Asia Pacific toilet care market is experiencing robust growth due to rapid urbanization, increasing disposable incomes, and hygiene awareness. As more households in the region gain access to modern toilets, the demand for toilet care products rises. Local and global manufacturers compete to meet the diverse needs of Asian consumers, with a focus on affordable and effective solutions. Additionally, innovative packaging and product formulations cater to various cultural preferences and cleaning practices across different countries in the region.

Latin America's toilet care market exhibits growth potential driven by rising hygiene awareness and an expanding middle-class population. The market benefits from the adoption of modern sanitation practices, leading to increased toilet usage. In this region, affordability is a crucial factor, influencing product choices. Consumers seek cost-effective yet effective toilet care solutions. Manufacturers often adapt their offerings to cater to the specific preferences and economic conditions of Latin American markets.

The Middle East and Africa's toilet care market experience growth propelled by improving infrastructure and sanitation facilities. The urbanization rate in some countries of the region drives the demand for toilet care products as more people access modern restrooms. While sustainability gains importance, affordability remains a key consideration for consumers in this region. Manufacturers focus on offering a range of products that address both quality and price, recognizing the diversity of economic conditions across Middle Eastern and African markets.

#### Leading Key Players in the Toilet Care Industry:

Key players in the toilet care market are actively engaged in several strategic initiatives to maintain and expand their market presence. These initiatives include continuous product innovation to meet consumer demands for eco-friendly and effective solutions. Companies are also investing in research and development to introduce automated and smart toilet cleaning systems to enhance user convenience. Additionally, sustainability is a priority, with players working to reduce the environmental footprint of their products through greener formulations and packaging. Partnerships and collaborations with retailers and e-commerce platforms are further extending the reach of toilet care products to a wider customer base, while marketing efforts focus on emphasizing hygiene, cleanliness, and the benefits of their offerings.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Dabur India Ltd  
Dainihon Jochugiku Co Ltd.  
Ecover  
Henkel AG & Co KGaA  
Kao Corporation  
Reckitt Benckiser Group PLC  
The Clorox Company  
The Procter & Gamble Co.  
Unilever plc  
Werner & Mertz GmbH

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)



### Latest News:

February, 2022: Reckitt Benckiser Group PLC introduced an upgraded version of its toilet care product, Harpic. The newly launched Harpic packaging features a QR code, enabling consumers to track the product's manufacturing journey. This strategic move aims to bolster brand loyalty, particularly in a market where imitation products resembling Harpic are prevalent. The initiative is expected to drive sales growth by assuring consumers of the authenticity of the product while ensuring global standardization for the company.

March 2021: Procter & Gamble, a renowned consumer goods company, made an innovative move by launching non-fungible (NFT) toilet papers under its Chairman brand. This strategy aims to raise consumers' hygiene awareness in a unique and attention-grabbing way. By introducing NFT toilet papers, the company addresses the importance of cleanliness and leverages the growing trend of NFTs to create buzz and engage consumers.

### Key Questions Answered in This Report:

How has the global toilet care market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global toilet care market?

What is the impact of each driver, restraint, and opportunity on the global toilet care market?

What are the key regional markets?

Which countries represent the most attractive toilet care market?

What is the breakup of the market based on the product?

Which is the most attractive product in the toilet care market?

What is the breakup of the market based on the application?

Which is the most attractive application in the toilet care market?

What is the competitive structure of the market?

Who are the key players/companies in the global toilet care market?



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