

Toilet Care Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Liquid Toilet Cleaners, Toilet Rim Blocks, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/T91D9A34BF68EN.html>

Date: June 2025

Pages: 184

Price: US\$ 4,500.00 (Single User License)

ID: T91D9A34BF68EN

Abstracts

Market Overview

The Global Toilet Care Products Market was valued at USD 10.12 Billion in 2024 and is projected to reach USD 12.76 Billion by 2030, growing at a CAGR of 3.94%. The market is witnessing consistent growth due to rising hygiene awareness, growing urban populations, and increasing disposable incomes globally. Consumers are seeking effective and convenient cleaning solutions, driving demand for liquid cleaners, rim blocks, in-cistern devices, and toilet care wipes. Eco-consciousness is shaping product innovation, with a surge in demand for sustainable and biodegradable alternatives, especially in developed economies. Product enhancements in terms of fragrance, functionality, and packaging are improving consumer engagement. Rapid market expansion in emerging regions like Asia-Pacific and Latin America is creating new opportunities for manufacturers, while brand differentiation through green certification and innovative cleaning technologies is becoming increasingly important.

Key Market Drivers

Rising Hygiene Awareness and Health Consciousness

Growing awareness of hygiene and sanitation is a major force behind the demand for

toilet care products. Educational campaigns, government sanitation initiatives, and public health messaging have heightened the importance of maintaining clean restrooms to prevent illnesses. For instance, WHO data indicates that over 60% of disease in India stems from poor sanitation. The COVID-19 pandemic further underscored the importance of rigorous hygiene practices, making products like toilet disinfectants, blocks, and antibacterial wipes essential household items. Consumers now associate toilet cleanliness with overall health, increasing household expenditure on sanitation. Public and commercial spaces—including hospitals, schools, and office buildings—are also increasing cleaning frequency, further boosting demand across both residential and commercial segments. The emphasis on hygiene is translating into consistent demand for advanced and premium toilet care solutions.

Key Market Challenges

Environmental Concerns and Sustainability Issues

The toilet care products market faces growing scrutiny over its environmental footprint. Many conventional products contain harsh chemicals and are packaged in non-biodegradable plastics, raising concerns about water pollution and waste accumulation. With environmental regulations tightening globally, manufacturers are under pressure to replace ingredients like hydrochloric acid and sodium hypochlorite with eco-safe alternatives and adopt recyclable or biodegradable packaging. However, sustainable options often involve higher production costs and may struggle to match the efficacy of conventional products, presenting a value-performance dilemma. Regulatory compliance and evolving consumer expectations require ongoing innovation and transparency, which can be resource-intensive. Brands that fail to adapt may risk declining market share and reputational harm amid rising demand for green alternatives.

Key Market Trends

Shift Toward Eco-Friendly and Natural Formulations

A key trend shaping the market is the growing preference for natural and environmentally safe toilet care solutions. Consumers are seeking products with plant-based ingredients, non-toxic disinfectants, and biodegradable packaging, driven by both health and environmental considerations. In 2024, regulatory actions like the U.S. EPA's ban on PFAS in cleaning products for federal buildings have reinforced the need for eco-labeled and chemical-free formulations. Certifications such as Green Seal, USDA

Organic, and EcoLabel have become important purchase influencers, particularly in North America and Europe. This trend is extending into developing markets where younger, urban consumers are showing increasing interest in sustainable choices. Companies are responding with reformulated products that use essential oils, vinegar, or citric acid while marketing their ESG credentials to build brand trust. As eco-consciousness becomes mainstream, sustainable product lines are expected to occupy a greater share of the market.

Key Market Players

Henkel AG & Co. KGaA

S. C. Johnson & Son Inc.

Unilever PLC

Kao Cooperation

The Clorox Company

The Procter & Gamble Co.

Reckitt Benckiser Group PLC

Church & Dwight Inc.

Better Life

Ecover

Report Scope:

In this report, the Global Toilet Care Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Toilet Care Products Market, By Product Type:

Liquid Toilet Cleaners

Toilet Rim Blocks

Others

Toilet Care Products Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Toilet Care Products Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Toilet Care Products Market.

Available Customizations:

Global Toilet Care Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following

Toilet Care Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (...)

customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. GLOBAL TOILET CARE PRODUCTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Liquid Toilet Cleaners, Toilet Rim Blocks, Others)

5.2.2. By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. NORTH AMERICA TOILET CARE PRODUCTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States Toilet Care Products Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Distribution Channel

6.3.2. Canada Toilet Care Products Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Distribution Channel

6.3.3. Mexico Toilet Care Products Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Distribution Channel

7. EUROPE TOILET CARE PRODUCTS MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By Distribution Channel
 - 7.2.3. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. France Toilet Care Products Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Product Type
 - 7.3.1.2.2. By Distribution Channel
 - 7.3.2. Germany Toilet Care Products Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Product Type
 - 7.3.2.2.2. By Distribution Channel
 - 7.3.3. Spain Toilet Care Products Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Product Type
 - 7.3.3.2.2. By Distribution Channel
 - 7.3.4. Italy Toilet Care Products Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Product Type
 - 7.3.4.2.2. By Distribution Channel
 - 7.3.5. United Kingdom Toilet Care Products Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Distribution Channel

8. ASIA-PACIFIC TOILET CARE PRODUCTS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Distribution Channel

8.2.3. By Country

8.3. Asia-Pacific: Country Analysis

8.3.1. China Toilet Care Products Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Product Type

8.3.1.2.2. By Distribution Channel

8.3.2. Japan Toilet Care Products Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Product Type

8.3.2.2.2. By Distribution Channel

8.3.3. India Toilet Care Products Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Product Type

8.3.3.2.2. By Distribution Channel

8.3.4. Vietnam Toilet Care Products Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Product Type

8.3.4.2.2. By Distribution Channel

8.3.5. South Korea Toilet Care Products Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Product Type

8.3.5.2.2. By Distribution Channel

9. MIDDLE EAST & AFRICA TOILET CARE PRODUCTS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Distribution Channel

9.2.3. By Country

9.3. MEA: Country Analysis

9.3.1. South Africa Toilet Care Products Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Product Type

9.3.1.2.2. By Distribution Channel

9.3.2. Saudi Arabia Toilet Care Products Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Product Type

9.3.2.2.2. By Distribution Channel

9.3.3. UAE Toilet Care Products Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Product Type

9.3.3.2.2. By Distribution Channel

9.3.4. Turkey Toilet Care Products Market Outlook

9.3.4.1. Market Size & Forecast

9.3.4.1.1. By Value

9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Product Type

9.3.4.2.2. By Distribution Channel

10. SOUTH AMERICA TOILET CARE PRODUCTS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

- 10.2.2. By Distribution Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Toilet Care Products Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Distribution Channel
 - 10.3.2. Argentina Toilet Care Products Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Distribution Channel
 - 10.3.3. Colombia Toilet Care Products Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Henkel AG & Co. KGaA
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
 - 15.1.2. S. C. Johnson & Son Inc.
 - 15.1.3. Unilever PLC
 - 15.1.4. Kao Cooperation
 - 15.1.5. The Clorox Company
 - 15.1.6. The Procter & Gamble Co.
 - 15.1.7. Reckitt Benckiser Group PLC
 - 15.1.8. Church & Dwight Inc.
 - 15.1.9. Better Life
 - 15.1.10. Ecover

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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