

# **United Kingdom Toilet Care Market By Product Type (Floor/Tile Cleaners, Faucet Cleaners, Toilet Cleaners, Toilet Paper, and Other (Bathtub Cleaners, Basin Cleaners, Wipes, etc.)), By Distribution Channel (Departmental Stores, Supermarket/Hypermarket, Traditional Stores, Online, Others), By Region, Competition Forecast & Opportunities, 2027**

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## **Abstracts**

The United Kingdom toilet care market is anticipated to witness a growth of steady CAGR in the forecast period, 2023-2027. Growing awareness about the importance of the adoption of hygiene practices on the health of an individual and the rise in disposable income of middle-class families are the primary factors driving the market demand. Also, the adoption of online sales platforms and aggressive marketing strategies by the market players, and a rise in efforts to launch new products are expected to fuel the growth of the United Kingdom toilet care market.

### **Rise in Awareness about Hygiene Practices Drives the Market Growth**

Adoption of good hygiene practices is important for the health of an individual as they help prevent the spread of infectious diseases in an individual. By using quality soaps and body washes, people can avoid illness and spend less on healthcare. Hygiene practices make one feel good about themselves and about their looks. They help to keep the surroundings clean and comfortable for an individual. Being unclean results in loss of productivity as it may affect the mental peace of an individual. Good hygiene practices help one feel good in their own skin and boost their confidence. They allow one to freely indulge in social interactions and help in being more productive and engaged in all spheres of life. Good hygiene allows one to make their home and public

places they visit more welcoming and comfortable. The adoption of good hygiene is possible with the use of good quality hygiene products and hygiene practices which boosts the demand for toilet care products. Market players are aware of the importance of good hygiene practices and are launching new products that can efficiently make one feel clean and fresh all the time. Therefore, the growing importance of the benefits of adopting good hygiene practices is expected to bolster the United Kingdom toilet care market growth over the next five years.

### Adoption of Online Platform by Market Players Boosts the Market Demand

Market players are using aggressive marketing strategies to capture the largest market share and boost their sales. They are hiring celebrities and influencers who can advertise their brands and increase the reach of the brand to even remote locations of the country. High penetration of 4G technology and the roll-out of 5G technology coupled with the proliferation of smart devices among consumers have shifted their interest in shopping through online sales platforms. Consumers prefer to shop for toilet care products through e-commerce channels as it provides them the opportunity to explore various options from the comfort of their homes and make an informed decision by comparing products based on their specifications, price, and brand. Market players are providing the customers with additional benefits like quick home delivery, easy exchange options, and payment through online payment gateways. Thus, the shift of the market players to the online sales platforms is expected to fuel the sales of toilet care products over the next five years.

### Market Segmentation

The United Kingdom toilet care market is segmented into product type, distribution channel, regional distribution, and competitive landscape. Based on product type, the market is divided into floor/tile cleaners, faucet cleaners, toilet cleaners, toilet paper, and other. The other segment is further fragmented into bathtub cleaners, basin cleaners, wipes. Based on distribution channel, the market is divided into departmental stores, supermarket/hypermarket, traditional stores, online, others. The United Kingdom toilet care market is studied in major regions namely England, Scotland, Wales, Northern Ireland.

### Market Players

ACDOCO Limited (Dr.Beckmann), Unilever UK Ltd, Henkel Ltd. (Bloo), HG UKI Ltd., McBride plc, Reckitt Benckiser Group Plc, SC Johnson U.K., P&G UK & Ireland, The

Clorox Company, Werner & Mertz GmbH, are the major market players operating in the United Kingdom toilet care market.

Report Scope:

In this report, United Kingdom toilet care market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### United Kingdom Toilet Care Market, By Product Type:

Floor/Tile Cleaners

Faucet Cleaners

Toilet Cleaners

Toilet Paper

Other

#### United Kingdom Toilet Care Market, By Distribution Channel:

Departmental Stores

Supermarket/Hypermarket

Traditional Stores

Online

Others

#### United Kingdom Toilet Care Market, By Region:

England

Scotland

Wales

## Northern Ireland

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United Kingdom toilet care market.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

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

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