



# Toilet Care in Italy

February 2024

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## Toilet Care in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Toilet care falls in 2023 as consumers rationalise their budgets

Bolton Manitoba remained number one company in 2023, while new construction softened overall decline

Brands respond to evolving demand, with environmental concerns less important in toilet care than elsewhere

#### PROSPECTS AND OPPORTUNITIES

Volume sales to improve during forecast period, with direct selling holding some potential

In-cistern devices will fall fastest, while opportunities for overall category growth could be found with small businesses

E-Commerce will push sails in ITBs as green products expand within toilet care

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