



Toilet Care in Belgium

April 2026

Table of Contents

Toilet Care in Belgium - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Fragrances Drive Sales as Consumers Seek Enhanced Experience

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Premium Fragrances Drive Sales as Consumers Seek Enhanced Experience

Itbs Emerges as Best Performing Driven by Demand for Automatic Cleaning Solutions

Chart 2 - Haric Launched a Gel That Is 10 Times Stronger, Cleans Faster, And with Better and Long-Lasting Scent

Mood-Boosting Ingredients Shape Consumer Preferences

Chart 3 - Harpic Launched Harpic Power Aroma with up to 8 Hours of Fresh Perfum Diffusion.

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Mood-Boosting Ingredients to Drive Future Growth

Toilet Liquids/Foam to Remain Largest, While Itbs to Perform Best

Chart 7 - Analyst Insight for Toilet Care

Eco-Friendly Packaging and Innovation to Shape Industry Landscape

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Bolton Belgium Maintain Lead through Innovation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Toilet Care Sales

Retail E-Commerce Appeals to Consumers Due to Convenience

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Toilet Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Toilet Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Belgium - Industry Overview](#)

EXECUTIVE SUMMARY

Strong Promotions Drive Growth in Home Care

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Strong Promotions Drive Growth in Home Care

Chart 21 - Brands Are Multiplying Volume Promotions Such as 1 +1 or 2+ 2

Mood-Boosting Ingredients Drive Fragrance Innovation

Chart 22 - Across Categories, People Are Looking for Good Scent.

Convenience Shape Home Care Trends

Chart 23 - Sprays, Wet Wipes and All-in-1 Formulas Are Outperforming

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Promotions and Innovation Drive Value Growth

Chart 27 - Analyst Insight for Home Care

Innovation and Convenience to Shape Future Trends

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Innovation and Promotions

Innovative Launches and Emerging Players Reshape Market Dynamics

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Supermarkets Remain Dominant Despite E-Commerce Growth

E-Commerce Drives Channel Growth

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toilet-care-in-belgium/report.