



Euromonitor
International

Toilet Care in China

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hygiene awareness drives growth for toilet care
- Fragrance continues to be a main trend in toilet care
- Mr Muscle's wide offering and strong reputation maintains its lead in toilet care

PROSPECTS AND OPPORTUNITIES

- In-cistern devices likely to continue its strong growth momentum
- Slower growth for toilet liquids/foam, due to rising competition
- Further penetration likely for retail e-commerce in the forecast period

CATEGORY DATA

- Table 1 - Sales of Toilet Care by Category: Value 2019-2024
- Table 2 - Sales of Toilet Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Toilet Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Toilet Care: % Value 2021-2024
- Table 5 - Forecast Sales of Toilet Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

Home Care in China - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

- Table 7 - Households 2019-2024

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2019-2024
- Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 13 - Distribution of Home Care by Format: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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-china/report.