



# Toilet Care in Thailand

March 2026

Table of Contents

## Toilet Care in Thailand - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Stable Growth Driven by Urbanisation and Premiumisation

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

#### INDUSTRY PERFORMANCE

Stable Growth Driven by Urbanisation and Premiumisation

Toilet Liquids/Foam the Largest Category

Chart 2 - Promax Concentrated Toilet Cleaner

Mood-Boosting Ingredients Shape Product Innovation

Chart 3 - Value Sales of Toilet Care 2020-2030

Chart 4 - Volume Sales of Toilet Care 2020-2030

Chart 5 - Sales of Toilet Care by Category 2025

#### WHAT'S NEXT?

Manufacturers to Drive Sustainability and Innovation with Refillable Packaging and Smart Dispensing Systems

Chart 6 - Analyst Insight for Toilet Care

In-Cistern Devices and Toilet Liquids/Foam Will Remain the Biggest Categories

Sustainability and Premiumisation to Drive Business Growth and Innovation

Chart 7 - Forecast Sales of Toilet Care 2020-2030

Chart 8 - Forecast Sales of Toilet Care by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Players Maintain Dominance through Innovation

Convenience and Hygiene Drive Product Innovation

Stable Market with Opportunities for Innovation

Chart 9 - Company Shares of Toilet Care 2025

Chart 10 - Brand Shares of Toilet Care 2025

#### CHANNELS

Supermarkets and Hypermarkets Lead Offline Toilet Care Sales

Retail E-Commerce Grows Rapidly in Toilet Care Market

Omnichannel Strategies Becoming Essential for Toilet Care Manufacturers

Chart 11 - Retail Channels for Toilet Care 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Toilet Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Toilet Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

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

## EXECUTIVE SUMMARY

Laundry Care Drives Home Care Growth through Premiumisation

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Laundry Care Drives Home Care Growth through Premiumisation

Laundry Care Dominates the Home Care Market in Thailand

Evolving Product Formats and Health Concerns to Drive Dynamic Growth

Chart 20 - Value Sales of Home Care 2020–2030.

Chart 21 - Voume Sales of Home Care 2020–2030.

Chart 22 - Sales of Home Care by Category 2025

### WHAT'S NEXT?

Sustainability and Technology Expected to Drive Home Care Growth

Laundry Care Will Maintain Its Dominance in Home Care

Surface Care Will Be the Fastest-Growing Category

Chart 23 - Forecast Sales of Home Care 2020-2030

Chart 24 - Forecast Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Lead a Concentrated Market

Chart 25 - Unilever's Sunlight Plus Has a “Gentle on Hands, Tough on Grease” Positioning

Multifunctionality and Premiumisation in Laundry Care

Chart 26 - Finline Deluxe Liquid Detergent

Health and Wellness Trend Fuels Premiumisation in Dishwashing

Chart 27 - Company Shares of Home Care 2025

Chart 28 - Brand Shares of Home Care 2025

### CHANNELS

Grocery Retailers Remain Dominant Channel for Home Care Sales

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 29 - Analyst Insight for Home Care

Emerging Trends and Future Outlook for Home Care Channels

Chart 30 - Retail Channels for Home Care 2020-2025

### ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

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-thailand/report](http://www.euromonitor.com/toilet-care-in-thailand/report).