



Euromonitor
International

Toilet Care in Spain

April 2026

Table of Contents

Toilet Care in Spain - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Henkel Drives Premiumisation with Fragrance-Led Innovation

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Henkel Drives Premiumisation with Fragrance-Led Innovation

Private Label Continues to Make Gains as Consumers Seek Value

Itbs Drives Growth in Toilet Care

Chart 2 - Value Sales of Toilet Care 2020-2030

Chart 3 - Volume Sales of Toilet Care 2020-2030

Chart 4 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Henkel and Reckitt Benckiser to Drive Premiumisation with Innovation

Private Label Gains Traction through Cost Advantages and Retailer Support

E-Commerce Expansion and Sustainability to Reshape Toilet Care Landscape

Chart 5 - Forecast Value Sales of Toilet Care 2020-2030

Chart 6 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Sc Johnson Maintain Their Positions through Innovation

Chart 7 - Henkel Expands Its Deluxe Line of Bref with New Mediterranean Fragrance

Private Label Continues Gaining Share

Chart 8 - Analyst Insight for Bleach

No Significant Mergers or Acquisitions Impact Toilet Care Landscape

Chart 9 - Company Shares of Toilet Care 2025

Chart 10 - Brand Shares of Toilet Care 2025

CHANNELS

Grocery Retailers Dominate Toilet Care Sales through Established Networks

Retail E-Commerce Grows Steadily Despite Its Still Marginal Share

No New Retail Concepts or Collaborations Expected to Emerge in 2026

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 Spain - Industry Overview](#)

EXECUTIVE SUMMARY

Endemic Biotech and Yaselicor Lead Sustainable Packaging Shift

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Endemic Biotech and Yaselicor Lead Sustainable Packaging Shift

Sustainability Drives Innovation and Consumer Loyalty

Chart 20 - Endemic Biotech Extends Its Zero Waste Product Line

Private Label and Dtc Brands Reshaping the Competitive Landscape

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Dry Formats and Dtc Brands Expected to Drive Sustainable Growth

Chart 24 - Analyst Insight for Home Care

Laundry Care Will Maintain Its Leading Position, Boosted by Evolving Formats

Sustainability and Convenience to Drive Innovation and Growth

Chart 25 - Yaselicor, an Example of 100% Sustainable Cleaning in the Retail

Chart 26 - Forecast Value Sales of Home Care 2020-2030

Chart 27 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Mercadona Lead Thanks to Their Diversified Portfolios

Sustainable Innovations and Private Label Reshape Market Dynamics

Chart 28 - Flopp Dtc Brand Secures New Investment Round to Accelerate Growth

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Dominate Home Care Sales in Spain

Retail E-Commerce Gains Traction in Niche and Premium Segments

Emerging Trends and Future Outlook

Chart 31 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-spain/report.