Toilet Care Market 2015-2019

Description: Market outlook of the toilet care market

The market research analyst predicts the toilet care market to reach a market value of around USD 6 billion by the end of 2019. The growing awareness of health and hygiene in the developing countries is driving the growth of this market. The presence of bacteria such as Staphylococcus and E. coli and the flu virus in toilets can lead to diarrhea and other diseases. For instance, in Saudi Arabia, the outbreak of the MERS-CoV epidemic led the government to launch several health awareness campaigns with vendors providing antibacterial products.

The increasing demand from developing countries is also expected to contribute to the market growth during the forecast period. The vendors have been successful in giving a regional image to their products by employing locals in television commercials and by promoting their products through door-to-door promotions. For instance, during 2014, Reckitt Benckiser committed INR 100 crores for a five-year Dettol campaign in India to address the country's hygiene and sanitation needs.

Product segmentation and analysis of toilet liquid, in-cistern, rim blocks

Toilet liquids accounted for nearly 50% of the market share during 2014 and is expected to maintain its dominance until the end of 2019. Vendors in this segment have started offering premium toilet liquid products with added benefits. For instance, Elsan Toilet Liquid works as a toilet rinse and can be used in both flush and waste tanks.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

Toilet liquid
In-cistern
Others (rim blocks, toilet cleaning systems, toilet care powders/tablets)

Geographical segmentation and analysis of the toilet care market

Americas
APAC
EMEA

APAC accounted for 39% of the market share during 2014 and is predicted to retain its leadership until the end of 2019. China and India are the market leaders in this region. The rising hygiene awareness in this region is contributing to the growth of the market.

Competitive landscape and key vendors - Henkel, Reckitt Benckiser, S.C Johnson, Unilever

Vendors in this market are using various marketing initiatives to create hygiene awareness and increase the sales of their products. For instance, during 2014, the BLOO brand of toilet care had undergone a major revamp for its toilet care products. The new packaging embodies blister packs and bright colors with the aim to differentiate the product from other brands placed on retail shelves.

The leading vendors in the market are -
Henkel
Reckitt Benckiser
S.C Johnson & Son
Unilever

Other vendors in the market include Bombril, Church & Dwight, Clorox, Dabur, DAINIHON JOCHUGIKU, Ecover, Kao, Kobayashi Pharmaceutical, Nice Group, P&G, and Seventh Generation.

Key questions answered in the report include
What will the market size and the growth rate be in 2019
What are the key factors driving the toilet care market
What are the Key market trends impacting the growth of the toilet care market
What are the challenges to market growth
Who are the key vendors in the toilet care market
What are the market opportunities and threats faced by the vendors in the toilet care market
Trending factors influencing the market shares of the Americas, APAC, and EMEA
What are the key outcomes of the five forces analysis of the toilet care market

Related reports
Global Household Care Packaging Market 2015-2019
Global Bath and Shower Products Market 2015-2019
Global Home Healthcare Market 2015-2019
Global Liquid Detergent Market 2015-2019

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