



Toilet Care in Italy

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Rising Incomes and Premium Innovation Enhance Value of Toilet Care in Italy

Chart 2 - Fater Extends ACE WC Gel Line with Multi-Jet Glitter Options

Sustainability Efforts Gain Traction among Manufacturers

Chart 3 - Henkel Utilises Renewable or Recycled Materials for Packaging of WC Bref Rim Blocks

Private Label and Emerging Retailers Reshape Market Dynamics

Chart 4 - Value Sales of Toilet Care 2020-2030

Chart 5 - Volume Sales of Toilet Care 2020-2030

Chart 6 - Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Premiumisation and Convenience Set to Drive Future Demand and Value

Chart 7 - Analyst Insight for Home Care

Legacy Brand Resilience and High-Performance Innovation

Sustainable Innovation and Digital Engagement Strategies

Chart 8 - Forecast Sales of Toilet Care 2020-2030

Chart 9 - Forecast Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Bolton Manitoba Leads Fairly Concentrated Competitive Landscape

Newprinces Spa's Acquisition and Innovative Launches Reshape Competition

Chart 10 - Brand Shares of Toilet Care 2025

CHANNELS

Grocery Retailers Dominates Toilet Care Distribution

Retail E-Commerce Gains Traction

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 Italy - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Market Stability and the Rise of Convenience-Driven Innovation in Italian Home Care

Chart 20 - Sc Johnson's Mr. Muscle Diversifies Its Formats to Accommodate Consumers' Needs

Sustainability Shapes Home Care Innovation and Regulations

Chart 21 - Paglieri Invests in Improving Its Production Processes for Enhanced Sustainability Standards

Retailers Adapt to Private Label's Growth with New Offerings

Chart 22 - Caddys.Jpg

Chart 23 - Value Sales of Home Care 2020–2030

Chart 24 - Volume Sales of Home Care 2020–2030

Chart 25 - Sales of Home Care by Category 2025

WHAT'S NEXT?

Resilience and Adaptation: the Future Landscape of Italian Home Care

Chart 26 - Analyst Insight for Home Care

Circular Economy Challenges and Regulatory Shifts

The Digital Transformation of Home Care Purchasing Habits

Chart 27 - Forecast Sales of Home Care 2020-2030

Chart 28 - Forecast Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Strength through Innovation but Private Label Makes Further Gains

Strategic Acquisitions and Innovations Reshape Competitive Landscape

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Lead Home Care Distribution through Supermarkets

Retail E-Commerce Gains Traction with Double-Digit Growth

Nuncas Opens Live Experience Space to Drive Engagement

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

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-italy/report.