



Euromonitor
International

Toilet Care in Cambodia

May 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

Brands Adapt to Consumer Preferences for Natural Ingredients

Convenient Formats Drive Sales in Toilet Care

Health and Wellness Trend Shapes Consumer Behaviour

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Natural and Convenient Toilet Care

Toilet Liquids/Foam to Remain Largest, In-Cistern Devices to Grow Fastest

Health and Wellness Trend to Shape Future of Toilet Care

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Inc Maintains Lead Despite Rising Competition

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Independent Small Grocers and Wet Markets Dominate Sales

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Toilet Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Toilet Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Rising Incomes and Urbanisation Drive Sales Growth

Laundry Care Dominates Market Share with Convenience

Health-Conscious Consumers Drive Innovation

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Premium and Multifunctional Products

Laundry Care to Remain Largest Category

Chart 21 - Analyst Insight for Home Care

Wellness-Focused Products to Drive Growth

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Gain Share as Nationalism Rises in Cambodia

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Home Care Sales with Strong Presence

Retail E-Commerce Gains Traction among Urban Consumers

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Home Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-cambodia/report.