



Toilet Care Industry Global Analysis by Region, vendors, Market challenge and Technology Forecasts 2019

Toilet Care Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2016 – 2019

PUNE, INDIA, July 26, 2016 /EINPresswire.com/ -- Global Toilet Care Industry

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.

Request a sample of this report @ <https://www.wiseguyreports.com/sample-request/toilet-care-market-2015-2019>

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

Enquire before buying this report visit @ <https://www.wiseguyreports.com/enquiry/274442-toilet-care-market-2015-2019>

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

Technavio also offers customization on reports based on specific client requirement.

Request for Check Discount @ <https://www.wiseguyreports.com/check-discount/274442-toilet-care-market-2015-2019>

For more information or any query mail at sales@wiseguyreports.com

About Us

Wise Guy Reports is part of the Wise Guy Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe. Wise Guy Reports understand how essential statistical surveying information is for your organization or association. Therefore, we have associated with the top publishers and research firms all specialized in specific domains, ensuring you will receive the most reliable and up to date research data available.

Contact Us:

Norah Trent

+1 646 845 9349 / +44 208 133 9349

www.wiseguyreports.com

Phone No: +1-646-845-9349 (US)

Phone No: +44 208 133 9349 (UK)

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.