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Kids also buys toilets, apart from toys

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CHENNAI, JUNE 7 : Kids not only buy toys but also toilets these days and this segment has huge potential for sanitaryware players, said a top official of Roca Bathroom Products Pvt Ltd, the Indian subsidiary of Spanish company Roca.

"The kids segment has good potential and it could be about 15 per cent of the overall sanitaryware market that is estimated at about Rs 3,000 crore. The children's segment will be between 7-15 years of age," Roca India Managing Director K.E. Ranganathan told reporters here on Friday while launching a new range of toilets under the company's 'Artitude' collection.

He said that apart from toilets, there is good demand for kids' urinals from schools and other public places like malls and hotels frequented by children along with their parents.

The Rs 1,100 crore Roca Bathroom is the Indian subsidiary of global sanitaryware major Roca of Spain.