

'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.