CLAIMS

1. A gel detergent composition comprising 10 to 50% by weight of a polyoxyalkylene block polymer, a polyoxyalkylene alkyl ether and 9 to 20% by weight of an amphoteric surfactant, and

the composition having a storage modulus (G') at 25°C of 16000 to 40000 Pa and a loss modulus (G") at 25°C of 100 to 400 Pa.

2. The gel detergent composition according to claim 1, which is used as attached onto an attached surface to form a shape having two or more convex portions on the attached surface.

3. The gel detergent composition according to claim 2, wherein

the shape having two or more convex portions has a rotationally symmetric shape having two or more convex portions extending radially and a concave portion formed between the convex portions, and

a ratio (D1/D2) of a distance D1 from a center to a vertex of the convex portion and a distance D2 from the center to one of the concave portions adjacent to the convex portion is 1.2 or more.

4. The gel detergent composition according to claim 2, wherein

the shape having two or more convex portions has a nonrotationally symmetric shape having two or more convex portions and a concave portion formed between the convex portions, and

a vertical distance D3 from a straight line connecting vertices of two of the convex portions, which are adjacent to each other, to the concave portion formed between the two convex portions is 1.2 cm or more.

5. The gel detergent composition according to any one of claims 1 to 4, which is used as attached to a surface of a toilet bowl.