

Bath and Shower in Switzerland

Market Direction | 2022-08-19 | 25 pages | Euromonitor

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Report description:

After recording double-digit current value growth amid a surge in demand in 2020 as a result of pandemic-induced home seclusion and heightened hygiene routines, sales of bath and shower in Switzerland experienced a negative development in 2021. However, overall demand remained higher than pre-pandemic levels as local consumers continued to spend greater time at home in early 2021 with restrictions remaining in place, supporting a further positive performance by the most popular product type in t...

Euromonitor International's Bath and Shower in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bath and Shower market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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BATH AND SHOWER IN SWITZERLAND

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Bar soap retains popularity despite marginal drop in demand

Hand washing routines continue to contribute to sales of hand sanitisers and liquid soap

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