

## **Bath and Shower in Germany**

Market Direction | 2022-09-30 | 24 pages | Euromonitor

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### **Report description:**

Sales of bath and shower products surged in value terms during 2020, due to skyrocketing demand for products such as hand sanitisers and liquid soap. After the 2020 heights, when triple-digit current value growth was seen, in turn hand sanitisers showed the strongest decline in sales within bath and shower in Germany during 2021. The category suffered a negative rebound after exponential growth in 2020 due to the arrival of the pandemic. Whilst consumption remained at a considerably high level r...

Euromonitor International's Bath and Shower in Germany 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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