

## **Bath and Shower in Pakistan**

Market Direction | 2022-10-12 | 21 pages | Euromonitor

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### **Report description:**

There was a clear shift towards higher hygiene procedures in light of the outbreak of the Coronavirus (COVID-19) pandemic. Heightened awareness of the importance of hygiene boosted the demand for bath and shower, with all significant categories, except body powder, seeing a spike in retail volume growth in 2020. In particular, hand sanitisers and liquid soap recorded exponential growth, while body wash/shower gel and bar soap saw high single-digit increments. The fast growth in demand continued i...

Euromonitor International's Bath and Shower in Pakistan 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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