

## **Bath and Shower in Austria**

Market Direction | 2022-11-29 | 24 pages | Euromonitor

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### **Report description:**

Most areas of bath and shower remained relatively stable in 2021 with consumers continuing to follow daily hygiene routines, including taking regular baths and showers. In fact, some consumers actually took more care over their hygiene as a result of COVID-19. None more so was this evident than in liquid soap which recorded extraordinary growth in 2020. Following the advice of health experts to wash your hands more frequently to curb the spread of COVID-19 consumers rushed to stockpile supplies...

Euromonitor International's Bath and Shower in Austria 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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Euromonitor International  
November 2022

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Explosion of new players entering the market takes share from the leading players

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