

Bath and Shower in Belgium

Market Direction | 2023-04-26 | 21 pages | Euromonitor

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Report description:

After experiencing strong value sales growth during the first year of the pandemic, 2020, and a decline in 2021, bath and shower saw a revival in 2022 with an increase in value sales. However, this value sales growth was primarily due to inflationary pressures causing price hikes. As a result, various bath and shower categories witnessed a decline in volume sales during 2022. Among these categories, hand sanitisers suffered the most negative performance in bath and shower. Despite a surge in dem...

Euromonitor International's Bath and Shower in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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BATH AND SHOWER IN BELGIUM

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Sales growth in 2022 driven by price increases

Bar soap popular in 2022 thanks to sustainability trend

Limited innovation and new product launches in 2022, due to the conflict in Ukraine

PROSPECTS AND OPPORTUNITIES

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Hand sanitisers and liquid soap sales set to decline due to sustainability trend

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