

Bath and Shower in China

Market Direction | 2023-04-24 | 21 pages | Euromonitor

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Report description:

Bath and shower experienced a slight current value decline in China in 2022, which was worse than its performance in 2020 and 2021. The COVID-19 lockdowns resulted in declining foot traffic to stores, and as consumers prefer to purchase bath and shower products in bricks-and-mortar stores, this had a negative impact on the category. Moreover, the long-term lockdowns altered consumers' patterns of behaviour, including a decrease in the frequency of showering, which further contributed to the decl...

Euromonitor International's Bath and Shower in China 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.

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BATH AND SHOWER IN CHINA

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