

## **Bath and Shower in Finland**

Market Direction | 2023-05-03 | 21 pages | Euromonitor

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### **Report description:**

Bath and shower overall experienced only very low current value growth in Finland in 2022, as manufacturers and retailers refrained from raising prices in line with inflation for essential items. The landscape was further characterised by intense competition. Multi-pack offers became prevalent, further constraining value growth and prompting brands to differentiate themselves through other means, such as innovation, packaging or marketing efforts. In terms of volume sales there was a slight decl...

Euromonitor International's Bath and Shower in Finland 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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