

Bath and Shower in Ireland

Market Direction | 2023-05-02 | 22 pages | Euromonitor

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Report description:

Body wash/shower gel recovered after a decline during the outbreak of COVID-19 when consumers used the product less due to home seclusion. As such, with people returning to social activities and previous purchasing behaviours, sales of shower gel have risen. Hand sanitisers and soap have experienced the opposite dynamics, after sales boomed in 2020, with rising interest in hand hygiene increasing sales. As such, in 2022, hand sanitiser recorded a double-digit retail volume decline, while liquid...

Euromonitor International's Bath and Shower in Ireland 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 IRELAND

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Unilever Ireland retains its lead as consumers reach for familiarity

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