

Bath and Shower in Italy

Market Direction | 2023-05-03 | 25 pages | Euromonitor

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Report description:

Bath and shower remained flat in value terms in 2022, suffering from the shrinking demand for liquid soap and hand sanitisers, which are, however, maintaining a level of sales well above that seen prior to the onset of the COVID-19 crisis. Hand sanitisers, which was a niche market in the pre-pandemic period, suffered particularly severely in 2022 because of Italian consumers' decreasing concerns about COVID-19 and lessening focus on hand hygiene. Hand sanitisers products were also less available...

Euromonitor International's Bath and Shower in Italy 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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More social lifestyles sustain sales of body wash/shower gel and intimate washes

Sensory qualities, naturalness and sustainability remain key within bath and shower products

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Hand hygiene to have less influence on demand, but standards will remain higher than in the pre-pandemic era

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