

Bath and Shower in North Macedonia

Market Direction | 2023-05-15 | 20 pages | Euromonitor

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Report description:

Despite the challenges posed by moderate volume growth and limited consumer demand resulting from inflation's negative impact on consumer spending and confidence, bath and shower exhibited strong performance in 2022, thanks to rising unit prices. In response to economic pressures, consumers have had to reassess their purchasing priorities, often seeking heavily discounted products in their quest for affordability. Among the various categories within bath and shower, body wash/shower gel stands o...

Euromonitor International's Bath and Shower in North Macedonia 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 NORTH MACEDONIA

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Hand sanitisers sales continue to decline as consumers opt for liquid and bar soap

Price discounts positively influence stable volume demand for bath and shower products

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