

## **Bath and Shower in South Africa**

Market Direction | 2023-05-11 | 21 pages | Euromonitor

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### **Report description:**

With many South Africans facing financial difficulties due to the increase in the cost of living, consumers often seek the cheapest products. More people in the country prefer bar soap to body wash/shower gel, which is due to bar soap being cheaper. One bar can be used multiple times, and is often used by an entire household. In addition to bar soap being a popular option amongst most consumers, various grocery retailers and drugstores respond to this trend by offering regular promotions and dis...

Euromonitor International's Bath and Shower in South Africa 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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## **Table of Contents:**

Bath and Shower in South Africa  
Euromonitor International  
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List Of Contents And Tables

### **BATH AND SHOWER IN SOUTH AFRICA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Bar soap remains the main consumer preference in bath and shower  
Hand sanitiser sees an end to dynamic growth due to easing of COVID-19  
Rising demand for natural ingredients

#### **PROSPECTS AND OPPORTUNITIES**

Promotions will continue to drive demand for bath and shower products  
Fierce competition set to continue due to entry of new players  
Consumers likely to be increasingly concerned about sustainability

#### **CATEGORY DATA**

Table 1 Sales of Bath and Shower by Category: Value 2017-2022  
Table 2 Sales of Bath and Shower by Category: % Value Growth 2017-2022  
Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022  
Table 4 NBO Company Shares of Bath and Shower: % Value 2018-2022  
Table 5 LBN Brand Shares of Bath and Shower: % Value 2019-2022  
Table 6 Forecast Sales of Bath and Shower by Category: Value 2022-2027  
Table 7 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027  
Table 8 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

### **BEAUTY AND PERSONAL CARE IN SOUTH AFRICA**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### **MARKET DATA**

Table 9 Sales of Beauty and Personal Care by Category: Value 2017-2022  
Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022  
Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022  
Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022  
Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022  
Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027  
Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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#### **SOURCES**

Summary 1 Research Sources

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