

Bath and Shower in Spain

Market Direction | 2023-05-04 | 23 pages | Euromonitor

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Report description:

Having experienced a surge during the height of the COVID-19 crisis, retail constant value sales of bath and shower products exhibited a substantial decline in 2022 as they continued to move back towards pre-pandemic levels. The category was heavily impacted by the performance of hand sanitisers, sales of which fell for the second consecutive year, following unprecedented growth in 2020. While the pandemic had facilitated a growing consumer interest in health and hygiene, the easing of most rest...

Euromonitor International's Bath and Shower in Spain 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 SPAIN

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Return to pre-pandemic hygiene practices restricts value sales

Extreme heat limits sales of body wash/shower gel

Private label products gain traction in 2022

PROSPECTS AND OPPORTUNITIES

Economic factors will continue to restrict growth, at least during the early part of the forecast period

Climate change could have a negative impact on sales

Sustainability will play an increasing important role in the purchasing decision

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