

Bath and Shower in Costa Rica

Market Direction | 2023-05-04 | 20 pages | Euromonitor

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Report description:

Body wash/shower gel is the best-performing category in 2022 as more Costa Ricans are trying the product and preferring it to bar soap despite the lower price tag of bar soap. The pandemic pushed consumers away from soap, as they did not want to use a product that someone else had already used and this behaviour continued in 2022. Body wash/shower gel is also seen as less messy, and more convenient for washing. Category sales are further benefitting from increased product variety and availability...

Euromonitor International's Bath and Shower in Costa Rica 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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