

Bath and Shower in Georgia

Market Direction | 2023-05-09 | 19 pages | Euromonitor

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Report description:

In 2022, bath and shower registered solid growth in current value terms, while in volume terms it saw lower levels of growth. This is reflective of rising price points, in addition to the normalisation in demand for such products, following the outbreak of COVID-19. Notably, the health pandemic boosted the sales of soap, both bar and liquid formats, thanks to the significant increase in hand washing to prevent spreading the virus. Body wash/shower gel continued to record the strongest current re...

Euromonitor International's Bath and Shower in Georgia 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 GEORGIA

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Hand sanitisers decline as the risk of COVID-19 reduces

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