

Bath and Shower in Peru

Market Direction | 2023-05-02 | 18 pages | Euromonitor

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Report description:

The COVID-19 pandemic demonstrated the importance of engaging in stringent hygiene practices. Although pandemic-related restrictions have been removed and the number of cases radically decreased, hygiene habits have been maintained by some consumers and have not returned to pre-pandemic levels. The terrible impact of the pandemic in the country, its prolonged presence, as well as fears of a fifth wave, added to government campaigns to maintain hygiene measures in the face of possible new epidemi...

Euromonitor International's Bath and Shower in Peru 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 PERU

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Hygiene habits generated by the pandemic are maintained despite a decrease in COVID-19 levels

Usage of natural ingredients gains ground in premium bath and shower

Colgate-Palmolive consolidates its leadership in bath and shower

PROSPECTS AND OPPORTUNITIES

Hand sanitisers continues to lose ground in the Peruvian market over the forecast period

Private label expands in bath and shower over the forecast period

Innovation in bath and shower is key in boosting forecast period sales, especially in the large but mature and seasonal category bar soap

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