

## **Bath and Shower in the US**

Market Direction | 2023-05-24 | 25 pages | Euromonitor

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### **Report description:**

High inflation and supply chain-related issues put pressure on brand owners to increase prices across beauty and personal care in 2022. As major players pushed through double-digit price hikes across the year, categories such as bar soap recorded unexpectedly strong current value growth. As a category that has been generally shrinking in recent times, with a rare year of positive growth in 2020 due to heightened hygiene standards when the pandemic hit the US, bar soap sales again saw positive gr...

Euromonitor International's Bath and Shower in USA 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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Hand sanitisers remains in decline as players favour skin-focused innovation

Eco-friendly packaging champions soap sustainability efforts

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Intimate hygiene contributes to increasing focus on women's health

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