

## **Bath and Shower in Brazil**

Market Direction | 2023-07-19 | 26 pages | Euromonitor

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### **Report description:**

Brazil, known for its tropical climate, has a cultural tradition of daily bathing, often multiple times a day, depending on the intensity of the heat. The successful acceptance of new fragrances in the Brazilian market, especially those focused on local natural ingredients, makes soaps and bath products not only a matter of personal interest, but also a very popular gift considered for special dates, such as birthdays, Christmas, Mother's Day and others. Items from the Ekos (by Natura), Cuide-se...

Euromonitor International's Bath and Shower in Brazil 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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Polarisation process intensifies between giftable items and self-use products

An increasing variety of channels is intensifying participation in hygiene categories

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