

## **Bath and Shower in India**

Market Direction | 2023-07-13 | 23 pages | Euromonitor

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### **Report description:**

Volume growth in bath and shower is slowing down in India, due to the already high penetration of the dominant category, bar soap. Brands are focusing on ingredient-led launches to develop and expand their premium bar soap portfolios in a bid to ensure growth. In 2022, bar soap brands leveraged Ayurvedic and natural ingredients to attract demand from ingredient-conscious consumers, which further provided momentum towards premiumisation within bar soap. However, bar soap is a highly penetrated ca...

Euromonitor International's Bath and Shower in India 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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Manufacturers focus on multifunctional benefits for body wash/shower gel to drive demand in urban areas

Significant contraction in demand for hand sanitisers as consumers return to their pre-pandemic habits

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