

## **Bath and Shower in Finland**

Market Direction | 2024-04-12 | 22 pages | Euromonitor

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### **Report description:**

In 2023, many categories within the bath and shower product area witnessed stagnant or moderately declining volume sales in Finland. This trend reflects consumers' immediate inclination towards cost-saving measures when faced with economic challenges. Amidst deteriorating economic conditions, consumers tend to prioritise essential purchases, curtailing impulse buying behaviour. Despite stagnant volumes, the value sales of bath and shower products experienced an upsurge, largely attributed to inf...

Euromonitor International's Bath and Shower in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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