

## **Bath and Shower in Saudi Arabia**

Market Direction | 2024-04-12 | 24 pages | Euromonitor

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### **Report description:**

Many bath and shower products are seen as an essential part of the daily hygiene routines of the local population with bar soap in particular being a relatively mature category. As such, growth in part is linked to population growth. Therefore, sales of bath and shower benefited from strong population growth in 2023 as more consumers returned to the Kingdom with the pandemic over and economic activity resuming. Additionally, since the pandemic there has been an increased focus on personal health...

Euromonitor International's Bath and Shower in Saudi Arabia 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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