

## **Bath and Shower in Singapore**

Market Direction | 2024-04-16 | 22 pages | Euromonitor

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### **Report description:**

The bath and shower category has been seeing its current value growth rates stabilise after the high increase seen in 2020 due to the pandemic. The current value growth rate in bath and shower slowed again in Singapore in 2023, as normalcy fully returned and hygiene concerns eased. Unilever maintained its leading position in bath and shower, with its brands Lifebuoy, Dove, and Lux continuing to excel across various important categories. Following closely behind was Reckitt Benckiser, with Dettol...

Euromonitor International's Bath and Shower in Singapore 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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Growth in bath and shower stabilises, with body wash/shower gel seeing the strongest increase

Sales of hand sanitisers continue to decline

Consumers strive to decrease their reliance on single-use plastics

#### **PROSPECTS AND OPPORTUNITIES**

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