

Bath and Shower in South Korea

Market Direction | 2024-04-15 | 23 pages | Euromonitor

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Report description:

Bath and shower maintained solid current value growth in South Korea in 2023, although the rate of increase slowed compared with the peak seen over 2020-2022. Clean beauty, which emphasises gentle and natural ingredients, is highly favoured by consumers in the bath and shower category. Despite being products primarily for cleansing, the trend is particularly pronounced in categories such as bar soap, intimate hygiene, and body wash/shower gel, due to the needs of local consumers, who scrutinise...

Euromonitor International's Bath and Shower in South Korea 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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