

## **Bath and Shower in the Czech Republic**

Market Direction | 2024-04-18 | 23 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Baby and shower saw modest current value growth in the Czech Republic in 2023. Competition is traditionally intense amongst grocery retailers and drugstores, and consumers are strongly driven by promo deals and lower price points. The impact of inflation and the increasing cost of living saw volumes contract in most bath and shower categories in the final year of the review period. Inflationary pressures have caused high levels of price sensitivity and Czech consumers have not hesitated in postp...

Euromonitor International's Bath and Shower in Czech Republic 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Bath and Shower in the Czech Republic

Euromonitor International

April 2024

List Of Contents And Tables

### **BATH AND SHOWER IN THE CZECH REPUBLIC**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Bath and shower most impacted by trading down towards cheaper alternatives and private label

Bar soaps remains popular, but struggles in terms of volume sales

Added value, such as increased hydration/essential oils or deep relaxation, plays important role

#### **PROSPECTS AND OPPORTUNITIES**

Refillable bottles and pouches to take significant share in the bath and shower category

Wellbeing trend and new formats to boost sales of bath additives

General volume decline of bath and shower products to continue in the early forecast years

#### **CATEGORY DATA**

Table 1 Sales of Bath and Shower by Category: Value 2018-2023

Table 2 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 5 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 7 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

### **BEAUTY AND PERSONAL CARE IN THE CZECH REPUBLIC**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### **MARKET DATA**

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## Bath and Shower in the Czech Republic

Market Direction | 2024-04-18 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-04"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com