

Bath and Shower in the Netherlands

Market Direction | 2024-04-18 | 22 pages | Euromonitor

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Report description:

Bath and shower in the Netherlands witnessed a slight decline in retail current value sales in 2023, and a strong decrease in retail volume terms. The 2023 development of the category was a tale of two main trends. On the one hand, there was strong growth in the offer and take up of bath and shower products in large packaging formats. These XXL packs carried very low unit prices, compared to regular products, and they were popular in channels like variety stores (eg Action) and the drugstore cha...

Euromonitor International's Bath and Shower in Netherlands 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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