

Bath and Shower in Sweden

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

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Report description:

Bath and shower, as a product area as a whole, faces challenges due to its high degree of maturity and commodification. This translates to declining volume sales. However, a silver lining exists in the form of a strong premiumisation trend and inflation, which have bolstered value sales. The pandemic initially caused a surge in demand, followed by a post-pandemic correction. As of 2023, growth patterns largely resemble pre-pandemic trends, characterised by low to negative volume growth and modes...

Euromonitor International's Bath and Shower in Sweden 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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