

Bath and Shower in Taiwan

Market Direction | 2024-04-23 | 22 pages | Euromonitor

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Report description:

In 2023, bath and shower in Taiwan recorded positive retail value growth, while retail volume sales declined in unessential areas during rising inflation. This included bath additives and body powder. Due to their essential natural and frequent use, many consumers are more price-conscious when choosing bath and shower products, with many viewing the products as simply cleaning rather than an experience. As such, many consumers would rather pay more for products that focus on hair or the face tha...

Euromonitor International's Bath and Shower in Taiwan 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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BATH AND SHOWER IN TAIWAN

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Price dominates the purchasing decision during a time of rising inflation

Liquid soap for body wash becomes popular, valued for its natural composition

Cross-border e-commerce is important, especially during specific shopping festivals

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Consumers seek body wash that is moisturising and cleansing

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