

## **Bath and Shower in Denmark**

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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### **Report description:**

Bath and shower in Denmark continued to see demand patterns normalise in 2023 following the dynamic sales increase caused by the COVID-19 pandemic in 2020. Retail volume sales declined although overall consumption remained above pre-pandemic sales in 2023, reflecting consumers' continued emphasis on personal hygiene standards. Nonetheless, the slowdown in the Danish economy has weighed on consumer confidence, whilst rising interest rates and energy costs have continued to restrict consumer expen...

Euromonitor International's Bath and Shower in Denmark 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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