

## **Bath and Shower in Ecuador**

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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### **Report description:**

2023 saw a continuation of the negative volume sales trends that were registered in bath and shower in 2022, although sales declines were less severe during the year. These negative trends can be attributed largely to the declining use of products such as hand sanitisers, bar soap and liquid soap as the elevated levels of personal hygiene that emerged among the population of Ecuador at the peak of the COVID-19 pandemic receded significantly during the post-pandemic era as the threat of contagion...

Euromonitor International's Bath and Shower in Ecuador 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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## **Table of Contents:**

Bath and Shower in Ecuador  
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List Of Contents And Tables

### **BATH AND SHOWER IN ECUADOR**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Bath and shower falters as rigorous handwashing falls by the wayside

Demand for intimate washes down despite recommendations from gynaecologists

Antibacterial properties less important than fragrance and skin care properties

#### **PROSPECTS AND OPPORTUNITIES**

Adverse economic outlook to impact sales of bath additives, shower gel, liquid soap

Specific deodorants and talc for feet set to gain ground against body powder

Confusing formats set to make it harder for consumers to make decisions

#### **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 ECUADOR**

#### **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

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#### **SOURCES**

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