

## **Bath and Shower in Egypt**

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

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### **Report description:**

Bath and shower saw significant current value growth in Egypt in 2023, with demand remaining strong in the midst of challenging economic conditions and rising prices, as many products in the category are considered essential. The bath and shower category saw prices increase by an average of 20-40% in several waves in 2023 due to an increase in the cost of raw materials and rising operating costs. Volume sales did fall slightly in the final year of the review period as budget conscious consumers...

Euromonitor International's Bath and Shower in Egypt 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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