

Bath and Shower in Indonesia

Market Direction | 2024-04-30 | 22 pages | Euromonitor

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Report description:

The market for bath and shower products in Indonesia saw relatively modest growth in current value terms in 2023. Compared to other areas of beauty and personal care, the category is relatively mature, with limited scope for increased usage. Many of the products found in this category, such as bar soaps, are already considered basic necessities in Indonesian households, with local consumers typically showering daily due to the highly humid climate. Retail volume sales of hand sanitisers meanwhil...

Euromonitor International's Bath and Shower in Indonesia 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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2023 DEVELOPMENTS

New product development plays important role in driving sales, particularly in terms of natural ingredients and lightening and brightening properties

Impending excise tax on plastic packaging is likely to have huge impact on bath and shower category

Lifebuoy seeks to maintain a positive brand image through social responsibility endeavours, while Johnson's Baby switches talc formula, following series of lawsuits

PROSPECTS AND OPPORTUNITIES

Opportunity for whitening bath and shower products as players make use of innovative ingredients

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