

Bath and Shower in Pakistan

Market Direction | 2024-04-30 | 19 pages | Euromonitor

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Report description:

In 2023, bar soap continued to account for the vast majority of value sales in bath and shower in Pakistan, though liquid soap registered the highest current value growth. Bar soap's popularity is due to its affordable pricing and also due to its multiple uses in the household. It is also readily accessible nationwide. Unilever asserts a dominant position in the category, holding over half of total market share. Lux, a brand under Unilever's umbrella, spearheads the category with over a quarter...

Euromonitor International's Bath and Shower in Pakistan 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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