

Bath and Shower in the US

Market Direction | 2024-05-01 | 27 pages | Euromonitor

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Report description:

In 2022, the US experienced continued pandemic-related behaviours amidst spiking cases, as well as inflationary-driven price increases that impeded the performance of bath and shower. As consumers grappled with tightening wallets, and traded down to less expensive choices, extended use of products, and purchases through discounted channels became a reality. While all product categories besides hand sanitisers experienced positive current value growth due to the inflationary environment, they all...

Euromonitor International's Bath and Shower in USA 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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tel. 0048 603 394 346 e-mail: support@scott-international.com

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Euromonitor International
May 2024

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