

Bath and Shower in Costa Rica

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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Report description:

During the early stages of the pandemic, bath and shower manufacturers in Costa Rica scrambled to develop new antibacterial varieties and update packaging designs to highlight the germ-killing capabilities of established products. This trend was particularly visible in bar soap, where antibacterial claims continued to be widely used in 2023 despite the fact that concerns about COVID-19 have now largely receded. Indeed, such claims have recently become so ubiquitous in this category that their im...

Euromonitor International's Bath and Shower in Costa Rica 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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BATH AND SHOWER IN COSTA RICA

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Liquid soap and body wash/shower gel increasingly preferred over bar soap
Moisturising properties and scents remain key factors in purchasing decisions

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