

Bath and Shower in South Africa

Market Direction | 2024-05-13 | 21 pages | Euromonitor

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Report description:

Bath and shower in South African remained an essential category for many local consumers in 2023. Despite being financially challenged, much of the country's population perceives bar soap as essential and tends to be included in most consumers' monthly shopping baskets. In South Africa, bar soap remains the most popular product in bath and shower due to its affordability, with a bar of soap often used by more than one family member. Additionally, it can be used for multiple functions within a ho...

Euromonitor International's Bath and Shower in South Africa 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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