

Bath and Shower in Austria

Market Direction | 2024-08-06 | 21 pages | Euromonitor

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Report description:

Bath and shower volumes in Austria continued to decline in 2023, although the downturn was less severe compared to the previous year. Body wash/shower gel in oil formats and body wash peels are in greater demand, whilst consumers have less time for bathing in stark contrast to the COVID-19 pandemic. Instead, Austrians are choosing to exfoliate, oil and scrub their skin in the shower which is quicker than taking a bath. Nevertheless, bath additives generated the second largest share of retail val...

Euromonitor International's Bath and Shower in Austria 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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