

Bath and Shower in Saudi Arabia

April 2024

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Bath and Shower in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased focus on personal health and hygiene supports demand Lux continues to lead while Always launches new intimate hygiene range Pharmacies dominate the distribution of bath and shower

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Sales set to stagnate while manufacturers are expected to focus on natural and sustainable products Beauty specialists expanding but pharmacies set to remain on top E-commerce continues to grow

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