

Bath and Shower in Ireland

April 2024

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Bath and Shower in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The reduced threat of COVID-19 limits growth for hand sanitisers and liquid soap Ongoing recovery for body wash/shower gel as consumers return to socialising While major players lead, share is lost to private label options

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Economic factors to shape sales as cost-conscious behaviour limits retail value growth Local products and sustainable goods set to gain ground across the forecast period Bath routines become more elaborate as interest in skin care grows

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