

Bath and Shower in Singapore

April 2024

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2023 DEVELOPMENTS

Growth in bath and shower stabilises, with body wash/shower gel seeing the strongest increase

Sales of hand sanitisers continue to decline

Consumers strive to decrease their reliance on single-use plastics

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Decline in bar soap expected to continue throughout the forecast period

Retail e-commerce set to grow its presence as a strong distribution channel for bath and shower

Private label products set to become more commonplace

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