

Bath and Shower in Poland

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Steep drop in sales of hand sanitisers as consumers use bar and liquid soap at home and hand sanitisers that are provided for them in public spaces

Strong popularity seen for body wash/shower gel while intimate hygiene benefits from a wide range of product formats

Highly fragmented category led by PZ Cussons and other multinationals

PROSPECTS AND OPPORTUNITIES

Steady performance for bath and shower thanks to its cleaning and caring properties while demand also grows for natural and simpler product formulas

Health and personal care stores remains the leading channel while discounters and retail e-commerce maintain their development

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DISCLAIMER

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