

Bath and Shower in Taiwan

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price dominates the purchasing decision during a time of rising inflation
Liquid soap for body wash becomes popular, valued for its natural composition
Cross-border e-commerce is important, especially during specific shopping festivals

PROSPECTS AND OPPORTUNITIES

Fragrance and indulgence drive retail volume sales in body wash and shower gel
Consumers seek body wash that is moisturising and cleansing
Intimate wash products shows strong potential for growth in Taiwan

CATEGORY DATA

- Table 1 - Sales of Bath and Shower by Category: Value 2018-2023
- Table 2 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
- Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
- Table 4 - NBO Company Shares of Bath and Shower: % Value 2019-2023
- Table 5 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
- Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
- Table 7 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
- Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
- Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

- Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bath-and-shower-in-taiwan/report.