

Bath and Shower in Thailand

April 2024

Table of Contents

Bath and Shower in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume and value sales rise for bath and shower in 2023

Ingredient-led innovations sees multifunctionality in the spotlight

Reduced threat of COVID-19 sees sales slow in hand sanitisers and liquid soap

PROSPECTS AND OPPORTUNITIES

Some pandemic-inspired trends will persist into permeance

Premiumisation set to accelerate within bath and shower and beyond, while more small brands will further fragment the landscape Beyond functionality: Emotional benefits as the next frontier

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 Thailand - 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-thailand/report.