

Bath and Shower in Italy

May 2023

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2022 DEVELOPMENTS

Less fear of COVID-19 and focus on hygiene hinders sales

More social lifestyles sustain sales of body wash/shower gel and intimate washes

Sensory qualities, naturalness and sustainability remain key within bath and shower products

PROSPECTS AND OPPORTUNITIES

Hand hygiene to have less influence on demand, but standards will remain higher than in the pre-pandemic era

Low purchasing power will lead Italians to look for value for money and avoid non-essential products in the short term

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Beauty and Personal Care in Italy - Industry Overview

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DISCLAIMER

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