

# Bath and Shower in Western Europe

February 2021

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Key findings

#### REGIONAL OVERVIEW

Slow growth for Western Europe over the historic period

Hygiene concerns due to COVID-19 pandemic will see a 2020 sales spike

Body wash/shower gel driving historic period growth in Western Europe

Bar soap records rising CAGRs in Germany and the UK

Body wash/shower gel in the UK adds the most new units

COVID-19 to result in sales spikes for liquid and bar soap in 2020

Health and beauty specialist retailers dominate sales in Germany

Supermarkets the leading channel across Western Europe

#### LEADING COMPANIES AND BRANDS

Gradual fragmentation trend being seen in Western Europe

Biggest players continue to lose share in 2019

Big four markets generate the bulk of the leading players' sales

Little change in the rankings of the leading brands in Western Europe

### FORECAST PROJECTIONS

Stronger performance expected for the forecast period Bath and shower to see a COVID-19 sales spike in 2020

#### **COUNTRY SNAPSHOTS**

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

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Turkey: Market Context

Turkey: Competitive and Retail Landscape

**UK: Market Context** 

UK: Competitive and Retail Landscape

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