



Bath and Shower in Western Europe

February 2021

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

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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

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