

Bath and Shower in the Czech Republic

April 2024

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Bath and Shower in the Czech Republic - Category analysis

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2023 DEVELOPMENTS

Bath and shower most impacted by trading down towards cheaper alternatives and private label

Bar soaps remains popular, but struggles in terms of volume sales

Added value, such as increased hydration/essential oils or deep relaxation, plays important role

PROSPECTS AND OPPORTUNITIES

Refillable bottles and pouches to take significant share in the bath and shower category

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