

Bath and Shower in Estonia

April 2024

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Bath and Shower in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth driven by price increases and the return to ongoing socialising Intimate hygiene gains ground as awareness of product benefits rises Local products are popular; however, Colgate-Palmolive maintains its lead

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The low appeal for premium goods challenges growth potential Solid growth potential for male-targeted bath and shower goods Convenient and eco-friendly products showcase growing demand

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