Euromonitor International

Bath and Shower in Taiwan, China

August 2026

Table of Contents

Bath and Shower in Taiwan, China - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Premiumisation and Demand for Wellness-Orientated Products Drive Value Sales
Chart 2 - Picture 1Sabon Pioneers Wellness Positioning and Everyday Bathing Rituals
Body Wash/Shower Gel Remains the Largest Category, While Intimate Hygiene Sees the Strongest Sales
Bioré Pioneers Wellness Trends with Sustainable Innovations
Chart 3 - Vigill's Feminine Hygiene Refill Packs Reduce Plastic Usage by 90%
Chart 4 - Value Sales 2020-2030
Chart 5 - Volume Sales 2020-2030
Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands and Innovation Fuel Value Gains Alongside Stable Volume Growth
Intimate Hygiene Will Continue to See Expanding Sales
Chart 7 - Forecast Value Sales 2020-2030
Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Strengthens Its Clear Leadership, Thanks to Popular Brands Lux and Dove
Emerging Brands and Innovation Reshape Consumer Engagement and Growth Potential
Chart 9 - Competitive Landscape for Bath and Shower
Chart 10 - Company Shares 2025
Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Retail Leadership, with Supermarkets and Hypermarkets Holding Relatively Stable Shares
Non-Grocery Retail and E-Commerce Growth Reshape Consumer Shopping Habits
Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Bath and Shower
Chart 14 - Real Gdp Growth 2020-2030
Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Bath and Shower
Chart 17 - Population 2020-2030
Chart 18 - Consumer Expenditure 2020-2030
Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Taiwan, China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Taiwan'S Affluent Consumers Focus Spending on Proven Products Amid Regulatory Shifts
Chart 21 - Sabon and Aesop Promote a Holistic Lifestyle Philosophy
Skin Care Remains as the Largest Category, with Sales Driven by Climate-Adapted Innovation
Chart 22 - Aveda Drives Loyalty through Free Scalp Tests and Personalised Solutions
Compliance Drives Trust and Market Leadership in Baby Care
Chart 23 - Value Sales 2020-2030
Chart 24 - Volume Sales 2020-2030
Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Taiwanese Regulators Enforce Pif, Driving Market Consolidation and Local Innovation
Skin Care Leads Value While Mass Colour Cosmetics Emerges as Fastest Growing Category
Health and Wellness Integration Drives Innovation and Shifts Consumer Behaviour
Chart 26 - Forecast Value Sales 2020-2030
Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 28 - Analyst Insight for Beauty and Personal Care
Leading Manufacturers Consolidate Dominance Amid Emerging Local Agility
Innovative Product Launches and Channel Strategies Fuel Growth and Consumer Engagement
Chart 29 - Company Shares 2025
Chart 30 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Lead as Department Stores Adapt
Cosmed and Korean Beauty Trends Drive Retail Innovation for Gen Z
Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care
Chart 33 - Real Gdp Growth 2020-2030
Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care
Chart 36 - Population 2020-2030
Chart 37 - Consumer Expenditure 2020-2030
Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bath-and-shower-in-taiwan-china/report.