Euromonitor International

Bath and Shower in South Africa

May 2026

Table of Contents

Bath and Shower in South Africa - 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

Affordability Fuels Performance in Bath and Shower
Chart 2 - Mass Products Maintain Their Appeal on Affordability
Social Media Drives Ritualisation and Premiumisation
Ingredient-Led Innovation Supports Evolution
Chart 3 - Nivea Embraces Skincare-Grade Ingredients
Chart 4 - Value Sales 2020-2030
Chart 5 - Volume Sales 2020-2030
Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Body Wash Expected to Gain Traction as Bar Soap Maintains Dominance
Social Media Trends to Reshape Consumer Rituals and Product Innovation
Chart 7 - Analyst Insight for Bath and Shower
Chart 8 - Forecast Value Sales 2020-2030
Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Competition While Maintaining Dominance
Innovation in Natural Ingredients and Digital Engagement Opens Growth Avenues
Chart 10 - Company Shares 2025
Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution Driven by Accessibility and Promotions
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 South Africa - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Affordable Beauty Fuels Expansion
Chart 21 - Private Label Expansion
Skin Care Leads Amid Ingredient-Conscious Consumers
Chart 22 - The Ordinary Range Offers Science Backed Approach
Asia Influence Drives K-Beauty Momentum in South Africa
Chart 23 - Increased Retail Availability for K-Beauty Products
Chart 24 - Value Sales 2020-2030
Chart 25 - Volume Sales 2020-2030
Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Prioritise Affordability Amid Economic Pressures and Rising Costs
Skin Care Expected to Dominate While Baby and Child-Specific Products Lead Fastest Growth
Digital Engagement and Ingredient Transparency Reshape Purchasing and Innovation
Chart 27 - Analyst Insight for Beauty and Personal Care
Chart 28 - Forecast Value Sales 2020-2030
Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Beiersdorf Strengthen Leadership Amid Evolving Competitive Dynamics
Chart 30 - Company Shares 2025
Chart 31 - Brand Shares 2025

CHANNELS

Supermarkets and Pharmacies Lead Offline Distribution
Convenience and Premium Accessibility Drives Retail E-Commerce
Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care
Chart 34 - Real Gdp Growth 2020-2030
Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care
Chart 37 - Population 2020-2030
Chart 38 - Consumer Expenditure 2020-2030
Chart 39 - 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-south-africa/report.