

# Bath and Shower in Costa Rica

April 2024

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#### Bath and Shower in Costa Rica - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Ubiquity of antibacterial claims in the wake of COVID-19 dilutes their impact Liquid soap and body wash/shower gel increasingly preferred over bar soap Moisturising properties and scents remain key factors in purchasing decisions

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Demand for hand sanitisers set to continue falling Liquid soap likely to see withdrawal of some cheaper and lower quality products Global brands will remain most active in terms of innovation

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