

# Bath and Shower in Croatia

April 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hand sanitisers a category in decline during the post-pandemic era  
Private label bath and shower products gain ground as consumers seek value  
Intense competition in the retailing of bath and shower as e-commerce builds

#### PROSPECTS AND OPPORTUNITIES

Health and wellness set to become a more important trend in bath and shower  
Hand sanitisers set to continue experiencing declining demand  
High inflation and pressure on spending to influence demand for bath and shower

#### CATEGORY DATA

Table 1 - Sales of Bath and Shower by Category: Value 2018-2023  
Table 2 - Sales of Bath and Shower by Category: % Value Growth 2018-2023  
Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023  
Table 4 - NBO Company Shares of Bath and Shower: % Value 2019-2023  
Table 5 - LBN Brand Shares of Bath and Shower: % Value 2020-2023  
Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023  
Table 7 - Forecast Sales of Bath and Shower by Category: Value 2023-2028  
Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028  
Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in Croatia - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

#### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 - Research Sources

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