



# Bath and Shower in Indonesia

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

New product development plays important role in driving sales, particularly in terms of natural ingredients and lightening and brightening properties  
Impending excise tax on plastic packaging is likely to have huge impact on bath and shower category  
Lifebuoy seeks to maintain a positive brand image through social responsibility endeavours, while Johnson's Baby switches talc formula, following series of lawsuits

### PROSPECTS AND OPPORTUNITIES

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Bath and shower will benefit from greater focus on body care  
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