



Bath and Shower in Slovakia

April 2024

Table of Contents

Bath and Shower in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounter presence is amplified by retail inflation
Bar soaps continue to attract consumer interest amid sustainability concerns
Intimate washes record growth in both retail value and volume

PROSPECTS AND OPPORTUNITIES

Natural and eco-friendly bath and shower products will continue to gain traction
Refillable pouches and packaging to spread across the category
Value for money to remain high on the consumer agenda

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 Slovakia - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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