



Euromonitor
International

Bath and Shower in India

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Bath and Shower in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bath and shower records mid-single digit value growth in 2023, driven by increases for body wash/shower gel and intimate washes
Surge in popularity of skin care-infused bath and shower products as the focus shifts beyond cleansing
Hindustan Unilever continues to lead bath and shower with flagship brands

PROSPECTS AND OPPORTUNITIES

While bar soap is set to show a muted increase, the popularity of body wash/shower gel will drive growth in the forecast period
Digital marketing and social media will continue to be crucial in capturing the attention of younger consumers
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DISCLAIMER

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