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Bath and Shower in Argentina

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Abstracts

After the surge in demand during the Covid-19 pandemic, liquid soap sales experienced a contraction in volume terms in 2022. While many consumers maintained their cleaning habits, high inflation and reduced purchasing power led to more frugal usage of soap for handwashing. Budget-conscious consumers shifted their demand towards more affordable alternatives, such as private label options, as well as brands like Algabo (Algabo), Plusbelle (Dreamco), and Estilo Spa (Kasserine). In addition, the end...

Euromonitor International's Bath and Shower in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Bath and Shower market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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