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Bath and Shower in Sweden

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Abstracts

Bath and shower saw a stagnant performance in constant value terms in 2022, although this was a considerable improvement over the previous year. A sharp decline in the use of hand sanitisers continued to drag down overall growth, as consumer hygiene concerns, which became a priority during the pandemic, began to wane. Value sales of bar soap meanwhile, remained relatively static, as Swedes reverted to their previous habits, which did not include frequent hand washing. While the return to work an...

Euromonitor International's Bath and Shower in Sweden 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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Contents

COLOUR COSMETICS IN SWEDEN
KEY DATA FINDINGS
2022 DEVELOPMENTS
Make-up sales are boosted by return to normal routines
Premiumisation trend continues in 2022
Mass brands up investment in new launches
PROSPECTS AND OPPORTUNITIES
Premiumisation trend look set to continue, although continued popularity of low-cost retailers could restrict value performance
Digital marketing will be crucial for niche brands
An ageing, more ethnically diverse population will create opportunities for further development
CATEGORY DATA
Table 1 Sales of Colour Cosmetics by Category: Value 2017-2022
Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
Table 3 NBO Company Shares of Colour Cosmetics: % Value 2018-2022
Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
Table 5 LBN Brand Shares of Eye Make-up: % Value 2019-2022
Table 6 LBN Brand Shares of Facial Make-up: % Value 2019-2022
Table 7 LBN Brand Shares of Lip Products: % Value 2019-2022
Table 8 LBN Brand Shares of Nail Products: % Value 2019-2022
Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
Table 10 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027
Table 11 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027
BEAUTY AND PERSONAL CARE IN SWEDEN
EXECUTIVE SUMMARY
Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?
MARKET DATA
Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

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Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027
DISCLAIMER
SOURCES
Summary 1 Research Sources

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