

Bath and Shower in Thailand

<https://marketpublishers.com/r/B1DA38653B9EN.html>

Date: April 2024

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: B1DA38653B9EN

Abstracts

Bath and shower saw rising volume and current value sales in Thailand in 2023. Brands active in the category have sharpened their focus on innovations designed to help them rebrand, so that they can differentiate themselves and refresh their identities and images in consumers' minds. In doing so, players hope to capture new consumers and reignite the interest of old ones.

Euromonitor International's Bath and Shower in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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.

Contents

Bath and Shower in Thailand
Euromonitor International
April 2024

LIST OF CONTENTS AND TABLES

BATH AND SHOWER IN THAILAND
KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume and value sales rise for bath and shower in 2023
Ingredient-led innovations sees multifunctionality in the spotlight
Reduced threat of COVID-19 sees sales slow in hand sanitisers and liquid soap

PROSPECTS AND OPPORTUNITIES

Some pandemic-inspired trends will persist into permanence
Premiumisation set to accelerate within bath and shower and beyond, while more small brands will further fragment the landscape
Beyond functionality: Emotional benefits as the next frontier

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 THAILAND

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

I would like to order

Product name: Bath and Shower in Thailand

Product link: <https://marketpublishers.com/r/B1DA38653B9EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B1DA38653B9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970