

2018-2023 Global Bath and Shower Products Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Bath and Shower Products market for 2018-2023.

Baby shower and bath products are those consumer goods which are used almost regularly or on a daily basis. These products are well suited for babies with respect to skin care, bacteria removal, softness and aroma. This category of baby commodities include products which are used during shower such as shampoo, shower gel, conditioners etc.

The increasing awareness about health and hygiene, the rise in living standard and innovation are main factors contributing to the growth of market. The increased demand for organic products is also anticipated to contribute to the market growth during the forecast period. Organic shampoo manufacturers are focusing on developing new products by adding value to the basic cleansing action of shampoos. The increasing awareness about health and hygiene is the primary driver for the growth of this market. Consumers are being exposed to reliable information about the various bath products through the internet, television, and other sources of information. The rise in living standards and income are also leading consumers to opt for more expensive and aesthetically appealing bath and shower products with different fragrances and effective ingredients. Asia-Pacific excluding Japan (APEJ) region is expected to dominate the global baby shower and bath product market due to population expansion.

Over the next five years, LPI(LP Information) projects that Bath and Shower Products will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Bath and Shower Products market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Shower Products

Liquid Bath Products

Bath Additives

Bar Soaps

Segmentation by application:

Supermarkets and Hypermarkets

Specialist Stores

Drugstores

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Johnson & Johnson

L'Oreal

P&G

Unilever

Colgate-Palmolive

Avon

Bath and Body Works

Coty

Estee Lauder

Kao

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Bath and Shower Products consumption (value & volume) by key regions/countries, product type and application, history data

from 2013 to 2017, and forecast to 2023.

To understand the structure of Bath and Shower Products market by identifying its various subsegments.

Focuses on the key global Bath and Shower Products manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Bath and Shower Products with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Bath and Shower Products submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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