

Bath Products Market in Ghana 2021

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Abstracts

In terms of revenue, the bath products market in Ghana is projected to grow at a compound annual growth rate (CAGR) of 10.2% over the analysis period of 2021 to 2027, according to data and analytics company StrategyHelix. Increasing awareness about personal hygiene and governments' focus on sanitation hygiene programs are driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value and volume for bath products. The Ghana bath products market is segmented on the basis of product, price, distribution channel. By product, it is categorized into bar soap, liquid soap, body wash/shower gel, and bath additives. By price, the bath products market is divided into mass, and premium. Based on distribution channel, the bath products market is divided into health and beauty store, grocery stores and supermarkets, and online retailing.

This research report also incorporates an in-depth analysis of the competitive landscape through 2020. Major players and company profiles are discussed in detail.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the bath products market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: bar soap, liquid soap, body wash/shower gel, and bath additives

Price: mass, and premium

Distribution channel: health and beauty store, grocery stores and supermarkets, and online retailing

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Ghana bath products market

Pinpoint growth sectors and trends for investment

Understand what the future of the bath products market in Ghana looks like

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