



# Bath and Shower in Uzbekistan

May 2026

Table of Contents

## Bath and Shower in Uzbekistan - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Consumers Embrace Premiumisation Amid Stable Economic Growth and Rising Expenditure

#### INDUSTRY PERFORMANCE

Consumers Embrace Premiumisation Amid Stable Economic Growth and Rising Expenditure

Bar Soap Maintains Lead While Liquid and Bath Additives Capture Growing Interest

Chart 1 - Natural and Ethical Care by Café Mimi Brand.

The Act and Café Mimi Redefine Daily Routines with Lifestyle and Natural Care Focus

Chart 2 - Bath & Shower as Daily Retreat

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Rising Hygiene and Wellness Priorities Expected to Fuel Growth

Growth Expected to Be Propelled by Digital-Savvy Consumers

Innovative Product Offerings to Reshape Consumer Engagement

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Companies Strengthen Positions as Market Concentration Grows Steadily

Emerging Brands and Innovation Drive Evolution and New Consumer Engagement

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

#### CHANNELS

Health and Beauty Specialists Lead Sales as Consumers Shift to Modern Grocery Formats

Retail E-Commerce Grows Rapidly but Remains a Niche for Convenience Purchases

Chart 10 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 11 - Economic Context for Bath and Shower

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 14 - Consumer Context for Bath and Shower

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Uzbekistan - Industry Overview](#)

#### EXECUTIVE SUMMARY

Beauty and Personal Care Grows as Consumers Prioritise Health

#### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Beauty and Personal Care Grows as Consumers Prioritise Health

Chart 19 - Green Chemistry Meets Accessible Clean Beauty

Hair Care Leads Sales Driven by Consumer Demand for Long-Term Benefit Formulations

Chart 20 - Scalp Longevity through Science-Led Daily Care

Korean Beauty and Premium Launches Redefine Consumer Expectations

Chart 21 - Science-Led K-Beauty Goes Mainstream

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

## WHAT'S NEXT?

Mass Market to Continue Growing Amid Growing Premium Appeal

Chart 25 - What's Next? for Beauty and Personal Care

Digital Channels Expected to Reshape Retail Landscape

Global Brands to Leverage Various Strategies to Capture Demand

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

L'Oréal Groupe Maintains Lead Amid Intensifying Regional Competition

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists Lead Distribution

Retail E-Commerce Growth Fuelled by Digitalisation and Social Media

Chart 30 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/bath-and-shower-in-uzbekistan/report](http://www.euromonitor.com/bath-and-shower-in-uzbekistan/report).