

Bath and Shower in Estonia

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Cautious Value Growth in Estonia

Bar Soap Is Declining While Body Wash/Shower Gel Is the Fastest Growing

Chart 1 - Puhas Loodus Coconut Shower Cream Blends Care and Escapism

Local Brands Leverage Lifestyle Trends to Blend Care and Escapism

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation Drives Value Growth While Bar Soap Declines in Preference

Sustainability and Digital Engagement Become Essential for Consumer Appeal

Demographic Stability and Rising Expenditure Underpin Premium Consumption Patterns

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Dominance through Scale and Retailer Partnerships

Premiumisation and Value-Led Innovation Are Growth Opportunities for Key Players

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Consolidate Leadership Driven by Supermarkets

Retail E-Commerce Expands Fueled by Digital Literacy and Convenience

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Bath and Shower

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Bath and Shower

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Estonia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Shaped by Premium Demand and Digital Consumption
Mass Beauty and Personal Care Largest While Fragrances Perform the Best
Eco-Friendly Local Pioneers and Digital Consumer Journey Influence the Market
Chart 17 - RAHU Care - Estonia's Plastic-Free Packaging Pioneer
Chart 18 - Value Sales 2020-2030
Chart 19 - Volume Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Ageing Consumers and Value-Driven Shoppers Shape Growth Trajectories
Clinical Credibility, Digital Content and Omnichannel Strategies Shape Purchase Decisions
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals and Niche Players Shape Fragmented Market Dynamics
Promotional Strategies and Digital Engagement Direct Competitive Advantage
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets Lead Retail Channels as E-Commerce Accelerates Growth
Digital Transformation and Convenience Reshape Retail Dynamics
Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care
Chart 30 - Population 2020-2030
Chart 31 - Consumer Expenditure 2020-2030
Chart 32 - 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-estonia/report.