

Bath and Shower in Sweden

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performances seen across bath and shower as hygiene habits evolve
Polarisation remains a feature of a fragmented market
E-commerce gains share but grocery retailers remains the key distribution channel

PROSPECTS AND OPPORTUNITIES

Sales expected to be fuelled by premiumisation
Simple, natural and sensitive products set to be the big winners
Ingredient-led claims and fragrances expected to influence new product development

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Beauty and Personal Care in Sweden - Industry Overview

EXECUTIVE SUMMARY

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