



Euromonitor  
International

# Bath and Shower in Brazil

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Table of Contents

## Bath and Shower in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Heatwaves and gift items boost demand for bar soap

Despite weak growth in other bath and shower categories, demand for dermocosmetics remains a bright spot

Premiumisation drives growth in retail e-commerce, although supermarkets and direct selling continue to dominate bath and shower

#### PROSPECTS AND OPPORTUNITIES

Bath and shower poised for growth, defying category maturity

Rising demand for female-focused products, driven by the growing female population

The future of consumer channels: Shaping post-pandemic shopping trends

#### CATEGORY DATA

Table 1 - Sales of Bath and Shower by Category: Value 2018-2023

Table 2 - Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 5 - LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 7 - Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 - Research Sources

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