



Euromonitor
International

Bath and Shower in Kuwait

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Rising Prices Amid Inflationary Pressures

Bar Soap Dominates Sales Driven by Hygiene Awareness and Traditional Preference

Bath & Body Works Expands Rapidly with Competitive Pricing and Promotions

Chart 1 - Lifestyle-Driven Beauty Trend Driven by Gen Z

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands and Gen Z to Drive Future Growth

Bar Soap to Maintain Dominance While Body Wash Gains Further Momentum

Natural and Premium Trends to Reshape Consumer Preferences and Retail Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Reckitt Benckiser Shape Value Share Amid Market Concentration

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Hypermarkets Retains Leadership as Primary Bath and Shower Distribution Hub

E-Commerce Accelerates Growth with Omnichannel Offerings in Bath and Shower

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 Kuwait - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Consumers Embrace Arab Beauty Trends Reshaping Local Preferences and Growth

Chart 18 - The Rise of Arab Beauty (A-Beauty) Takes Centre Stage

Social Media and Climate Drive Dynamic Growth in Local Industry

Sephora and Premiumisation Shape Retail Landscape and Consumer Behaviour

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Young, Tech-Savvy Consumers to Drive Steady Growth

Cultural Shifts and Clean Formulations: the Future of Beauty and Personal Care in Kuwait

Chart 22 - Analyst Insight for Beauty and Personal Care

Clean Beauty and Premiumisation to Reshape Product Innovation and Consumer Behaviour

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Presence Amid Moderate Market Fragmentation

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Consolidate Dominance Amid Shifting Retail Shares

Sephora and Premium Boutiques Drive Upscale Retail Expansion in Luxury Beauty

E-Commerce Gains Momentum as Digital Natives Drive Online Beauty Purchases

Chart 27 - Retail Channels 2020-2025

PRODUCTS

Health and Digital Influences Shaping Development

Formulation Advancements across Price Tiers

Strategic Adaptation and Competitive Dynamics

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-kuwait/report.