



Bath and Shower in Ghana

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Hygiene Awareness and Wellness Focus among Urban Consumers
Bar Soap Leads Value Sales, While Intimate Hygiene Shows Growth Momentum

Chart 1 - Geisha Naturals Range

Unilever Geisha Naturals Relaunch Exemplifies Clean Beauty and Wellness Shift

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Middle-Class Consumers Drive Growth through Natural and Multifunctional Products
Digital Engagement and Sensory Benefits Shape Consumer Preferences and Launches
Clean Beauty and Local Ingredients Drive Competitive Advantage and Consumer Loyalty

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Ghana Ltd and Local Manufacturers Solidify Lead through Brand Strength and Distribution

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance through Convenience and Assortment
Retail E-Commerce Drives Growth by Targeting Urban Digital Consumers

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 Ghana - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY?INDUSTRY TRENDS

Chart 17 - Key?Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Middle Class and Cautious Spending

Bath and Shower Leads Value Sales While Baby and Child-Specific Products Shows Strong Growth

Chart 18 - Smartskin Africa Ai-Powered Skincare Platform

Brands Leverage Clean Reimagined and Digital Tools to Enhance Consumer Trust and Engagement

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Middle Class and Digital Engagement Fuel Growth in Beauty and Personal Care

Hair Care Commands Largest Share While Frangrances Accelerates Growth

Local Relevance and Digital Innovation Reshape Brand Strategies and Consumer Loyalty

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Lead with Stable Shares Amid Emerging Local Competition

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists and Small Local Grocers Lead Sales

E-Commerce Growth Challenges Traditional Retail with Convenience and Niche Access

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-ghana/report.