



Euromonitor
International

Bath and Shower in Jordan

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Rising Incomes and Urbanisation Boost Premium and Lifestyle Sales in Bath and Shower

Bar Soap Leads Volume Sales While Lifestyle Products Drive Value Growth

Lux Leverages Digital Channels to Elevate Bath and Shower as a Lifestyle Ritual

Chart 1 - Lux Elevates Bath & Shower into a Lifestyle Ritual

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Families and Rising Incomes Fuel Steady Market Expansion

Bar Soap Sustains Volume Leadership While Hand Sanitisers

Digital Engagement Reshapes Brand Discovery and Market Competition

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Leverage Boycott to Expand Shares

Local Product Innovation Creates Growth Opportunities for Manufacturers

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Anchor Distribution as Ecommerce Grows Rapidly

Traditional Retail Strength Meets Growing E-Commerce Momentum in Jordan

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 Jordan - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Rising Digital Engagement Drives Value Growth and Consumer Sophistication
Hair Care Leads Value Sales While Deodorants Leads in Growth
Pantene and Dior Harness Digital Journeys to Transform Consumer Experience
Chart 17 - Digital Consumer Journey Directs Jordan's Beauty & Personal Care in 2025
Chart 18 - Value Sales 2020-2030
Chart 19 - Volume Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Youthful Consumers and Urban Expansion Drive Value Growth
Hair Care Leads Value While Fragrances Leads Growth Momentum
Digital Engagement and Premiumisation Reshape Business Strategies
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Reinforce Their Lead through Portfolio Strength and Distribution
Mass Beauty Brands Leverage Affordable Innovation and Digital Promotion to Drive Growth
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Grocery Stores Lead Beauty and Personal Care Retail
Digital Engagement Propels Retail E-Commerce Growth and Reshapes Consumer Purchasing Behaviour
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-jordan/report.