

Bath and Shower in Austria

June 2023

Table of Contents

Bath and Shower in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong declines for hand sanitisers and liquid soap as the threat of the pandemic recedes Bath additives remain a popular choice despite fading home spa and wellness trend Bar soap fits with sustainability trend

PROSPECTS AND OPPORTUNITIES

Bath and shower to benefit from a robust health and hygiene trend Liquid soap to remain popular but cede ground to bar soap Upcycling to gain traction amid sustainable practices

CATEGORY DATA

- Table 1 Sales of Bath and Shower by Category: Value 2017-2022
- Table 2 Sales of Bath and Shower by Category: % Value Growth 2017-2022
- Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022
- Table 4 NBO Company Shares of Bath and Shower: % Value 2018-2022
- Table 5 LBN Brand Shares of Bath and Shower: % Value 2019-2022
- Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022
- Table 7 Forecast Sales of Bath and Shower by Category: Value 2022-2027
- Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027
- Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in Austria - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 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 2017-2022
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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