

Bath and Shower in Slovakia

April 2024

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Bath and Shower in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounter presence is amplified by retail inflation
Bar soaps continue to attract consumer interest amid sustainability concerns
Intimate washes record growth in both retail value and volume

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Natural and eco-friendly bath and shower products will continue to gain traction
Refillable pouches and packaging to spread across the category
Value for money to remain high on the consumer agenda

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DISCLAIMER

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