

# Bath and Shower in the Czech Republic

April 2024

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## Bath and Shower in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bath and shower most impacted by trading down towards cheaper alternatives and private label

Bar soaps remains popular, but struggles in terms of volume sales

Added value, such as increased hydration/essential oils or deep relaxation, plays important role

#### PROSPECTS AND OPPORTUNITIES

Refillable bottles and pouches to take significant share in the bath and shower category

Wellbeing trend and new formats to boost sales of bath additives

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