

# Bath and Shower in Slovakia

April 2024

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## Bath and Shower in Slovakia - Category analysis

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#### 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

#### PROSPECTS AND OPPORTUNITIES

Natural and eco-friendly bath and shower products will continue to gain traction  
Refillable pouches and packaging to spread across the category  
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