

# Bath and Shower in Ireland

April 2024

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## Bath and Shower in Ireland - Category analysis

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#### 2023 DEVELOPMENTS

The reduced threat of COVID-19 limits growth for hand sanitisers and liquid soap

Ongoing recovery for body wash/shower gel as consumers return to socialising

While major players lead, share is lost to private label options

#### PROSPECTS AND OPPORTUNITIES

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Local products and sustainable goods set to gain ground across the forecast period

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