

# Bath and Shower in Poland

May 2024

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## Bath and Shower in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A renaissance in the use of bar soap  
Private label accounts for the highest share of sales  
Shift in sanitisation habits impacts sales of hand sanitisers

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Natural products expected to take the lead  
Wellness trend remains strong, which will support a holistic approach to health  
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