

Bath and Shower in India

July 2023

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Bath and Shower in India - Category analysis

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2022 DEVELOPMENTS

Brands increasingly highlight key ingredients to fuel premiumisation within bar soap

Manufacturers focus on multifunctional benefits for body wash/shower gel to drive demand in urban areas

Significant contraction in demand for hand sanitisers as consumers return to their pre-pandemic habits

PROSPECTS AND OPPORTUNITIES

Body wash/shower gel brands set to leverage e-commerce and affordable packs to boost demand

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