

Bath and Shower in Brazil

July 2023

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Bath and Shower in Brazil - Category analysis

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2022 DEVELOPMENTS

Inflation shades growth driven by increasing frequency of showers, and gifting during the return to socialisation

Polarisation process intensifies between giftable items and self-use products

An increasing variety of channels is intensifying participation in hygiene categories

PROSPECTS AND OPPORTUNITIES

More sustainable and healthier options with innovative fragrances and packaging expected in the coming years

Intimate hygiene set to see innovations as a result of increasing demand

Local producers and Brazilian ingredients expected to continue to gain traction

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DISCLAIMER

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