

# Bath and Shower in Croatia

April 2024

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## Bath and Shower in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Hand sanitisers a category in decline during the post-pandemic era  
Private label bath and shower products gain ground as consumers seek value  
Intense competition in the retailing of bath and shower as e-commerce builds

#### PROSPECTS AND OPPORTUNITIES

Health and wellness set to become a more important trend in bath and shower  
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