



Bath and Shower in Spain

April 2024

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Bath and Shower in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers return to pre-pandemic habits, impacting overall category performance
Cost-saving habits and trading down further limit sales
Private label Mercadona maintains category leadership thanks to its affordable prices

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Economic factors will continue to influence sales performance
Brands and consumers alike to place a greater focus on sustainability
“Skinification” features expected to become increasingly common

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DISCLAIMER

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