

# Bath and Shower in Portugal

April 2024

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## Bath and Shower in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Private label offerings gain ground as consumers trade down during high inflation

Growth for intimate hygiene slows as consumers focus on essential items

While liquid soap registers a fall in growth, sales remain higher than 2019

#### PROSPECTS AND OPPORTUNITIES

Maturity and poor economic prospects limit growth in the early forecast period

Intimate hygiene offers opportunities, with strong prospects for innovation and growth

Branded players focus on adding value in a mature product landscape

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