



Bath and Shower in Portugal

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth is driven by natural ingredients, long-lasting formulas and enhanced hydration
Unilever Fima Lda retains its lead, however, competition from private label rises
Supermarkets lead sales while omnichannel strategies improve the performance of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Positive growth is set to continue as intimate washes drive sales
Promotional strategies will be key to drive sales across the forecast period
Innovation will focus on advanced formulas and sustainability in a mature product landscape

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Beauty and Personal Care in Portugal - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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