



Bath and Shower in Taiwan

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mature and competitive bath and shower category is dependent on price promotions
Unilever Taiwan Ltd holds a strong lead in bath and shower
Strong preference for health and beauty specialists

PROSPECTS AND OPPORTUNITIES

Mature bath and shower category faces limited growth
Rising number of single households and smaller families to drive demand for higher quality bath and shower products
Local brands must keep pace with needs of modern consumers

CATEGORY DATA

- Table 1 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 2 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 5 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
- Table 7 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
- Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care ?

MARKET DATA

- Table 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bath-and-shower-in-taiwan/report.