

Bath and Shower in Pakistan

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Bath and Shower in Pakistan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising hygiene awareness drives dynamic growth in 2024 Unilever Pakistan leads with its broad product portfolio E-commerce expansion due to increasing urban digital penetration, mobile-first shopping behaviours, and platform-led discount campaigns

PROSPECTS AND OPPORTUNITIES

Strong momentum maintained by rising hygiene consciousness, premiumisation of bar soaps, and shift to body wash Dynamic body wash Sustainability and format convenience key for innovation

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Beauty and Personal Care in Pakistan - Industry Overview

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DISCLAIMER

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