



Euromonitor
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Bath and Shower in Finland

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continued growth despite maturity for much of bath and shower
- Unilever holds on to number one spot in 2024
- Grocery retailers lose share but maintain channel leadership in bath and shower

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Beauty and Personal Care in Finland - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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