

Bath and Shower in Egypt

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Current value growth in 2024 as a result of essential nature of the category and price increases
Unilever Mashreq SAE retains the lead thanks to diverse range and strong consumer loyalty
Johnson & Johnson leads in 2024, thanks to diverse portfolio across subcategories

PROSPECTS AND OPPORTUNITIES

Growth predicted for bath and shower over the forecast period
Bar soap set to remain the largest subcategory thanks to its ubiquity
Bath additives will see significant innovation from local players

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Beauty and Personal Care in Egypt - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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Summary 1 - Research Sources

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