



**Euromonitor  
International**

# Bath and Shower in Italy

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hygiene and sustainability concerns two big factors influencing demand  
Dove remains perched on the top following brand relaunch while private label takes off with strong value positioning  
Distribution remains focused on presenting the best value for the consumer

PROSPECTS AND OPPORTUNITIES

Body wash/shower gel set to be the main growth driver with a focus on new innovations  
Skinification trend expected to inform new product development  
Functional fragrances could elevate bath and shower experiences

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Beauty and Personal Care in Italy - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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