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# Bath and Shower in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Products featuring essential oils and calming aromas grow in popularity  
Multinationals retain the lead while players focus on texture and scent within new product launches  
Supermarkets lead distribution while retail e-commerce improves its sales

PROSPECTS AND OPPORTUNITIES

Negative demographic trends are expected to challenge growth, while social media will support sales  
Innovation is set to focus on sustainability and natural ingredients  
Premiumisation is set to be supported by consumer demand for advanced and skin-friendly formulations

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Beauty and Personal Care in North Macedonia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/bath-and-shower-in-north-macedonia/report](http://www.euromonitor.com/bath-and-shower-in-north-macedonia/report).