



2013 Bath & Shower Review

Presented By
Ungerer Ltd





Bath & Shower Review 2013



INTRODUCTION

Our latest review of personal care products focuses on the Bath and Shower arena.

We will highlight **key trends** within this category, focusing on research from Mintel, new product launches, market factors and our trend **forecast** for 2013.



Bath & Shower Review 2013

Retail Sales in Personal Care:



- In terms of sales, the soap, bath and shower category is one of the **top three** sectors within personal care, sandwiched between the equally practical shampoos, conditioners and hair treatments, and deodorants and body sprays.

Category	2006 £m	2007 £m	2008 £m	2009 £m	2010 £m	2011 (est) £m	% change 2006-11
Soap, bath & shower products	580	595	605	633	630	644	+11
Make-Up	1,010	1,111	1,200	1,218	1,275	1,349	+34
Fragrances	949	982	1,031	1,114	1,228	1,360	+43
Facial Skincare	738	820	828	881	930	964	+31
Oral Hygiene	838	874	911	910	931	938	+12
Shampoos, conditioners, hair treatments	705	704	700	688	709	730	+1
Deodorants and Bodysprays	536	538	540	543	548	576	+7
Hair colourants and home perms	245	253	266	269	287	321	+31
Hair styling	315	318	312	303	302	303	-4
Suncare	204	214	227	238	249	233	+14
TOTAL	6,120	6,409	6,620	6,797	7,089	7,418	+21

