

Bath and Shower in Slovakia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Premium Brands and Value-Focused Retail Shape Steady Growth

Body Wash/Shower Gel Leads Value Sales with Intimate Hygiene Driving Momentum

Slovak Retailers and Brands Advance Clean, Affordable, and Sustainable Offerings

Chart 1 - Bambino Refill Family Pack Leverages Affordability and Sustainability Trends

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Intimate Hygiene to Drive Value Growth as Body Wash/Shower Gel Remains Dominant

Pharmacy-Led Premiumisation and Practical Sustainability to Shape Consumer Choices

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinationals Strengthen Position Amid Rising Niche Competition

Innovation in Natural and Premium Lines Offers Growth Avenues for Brands

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Dm Drogerie Markt Drives Dominance through Broad Assortment and Nationwide Reach

E-Commerce Gains Ground, Led by Online Health and Beauty Specialists

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Bath and Shower

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Bath and Shower

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Slovakia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Slovak Consumers Drive Value Growth through Selective Premiumisation and Digital Engagement

Chart 17 - AI-Driven Discovery Redefines Beauty and Personal Care Shopping
Skin Care Leads Value with Multifunctional, Science-Backed Premiumisation
Health and Beauty Specialists Leverage Longevity and Lifestyle-Driven Premiumisation
Chart 18 - Lifestyle-Driven Beauty Accelerates Premium, Routine-Led Consumption
Chart 19 - Value Sales 2020-2030
Chart 20 - Volume Sales 2020-2030
Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Slovak Consumers to Drive Selective Premiumisation Amid Cautious Spending
Skin Care to Lead Value Growth While Colour Cosmetics Expands Fastest
Science-Led Innovation and Digitalisation to Reshape Consumer Preferences and Business Models
Chart 22 - Forecast Value Sales 2020-2030
Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Rising Challenger Momentum
Strategic Acquisitions and Niche Innovations Reshape Market Dynamics
Chart 24 - Company Shares 2025
Chart 25 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Dominance
Retail E-Commerce Accelerates Growth with Education and Niche Product Focus
Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care
Chart 28 - Real Gdp Growth 2020-2030
Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care
Chart 31 - Population 2020-2030
Chart 32 - Consumer Expenditure 2020-2030
Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bath-and-shower-in-slovakia/report.