



Bath and Shower in Portugal

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Premiumisation and Skin Care Focus

Heritage Brands Harness Lifestyle Positioning to Elevate Premium Appeal

Chart 1 - Portuguese Premium Artisanal Brand Aromas Da Villa Launches Zero-Waste Bar Soaps

Aromas Da Villa Capitalises on Sustainability to Capture Niche Consumers

Chart 2 - Heritage And Lifestyle Positioning Driving Premiumisation

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Price and Premiumisation to Shape Steady Growth Trajectory

Sustainability and Storytelling to Drive Innovation and Competition

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Reinforce Lead through Broad Portfolios and Marketing

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Diverse Retail Formats Shape Consumer Choices

Retail E-Commerce Expands as Consumers Seek Convenience and Premium Discovery

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Bath and Shower

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Bath and Shower

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Portugal - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Portuguese Consumer Sophistication and Market Polarisation Shape Growth Dynamics

Chart 19 - Targeted Skincare Innovation: Diadermine's Lift + Derma Protect Vitamin D Range

Skin Care Leads Value with Colour Cosmetics Accelerating Innovation and Demand

Chart 20 - Sustainability In Practice: O Boticário Releases Boti Recicla In Portugal

O Boticário'S Circular Economy Initiative Boosts Sustainability Engagement

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Scientific Innovation and Consumer Sophistication to Fuel Sustained Growth

Digital Personalisation and Trust-Based Claims to Reshape Consumer Engagement

Chart 24 - Analyst Insight for Beauty and Personal Care

Sustainability and Science-Led Innovation to Drive Premiumisation and Market Differentiation

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Leverage Portfolio Diversity and Innovation to Sustain Lead

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Specialised Health and Beauty Stores Gain Ground as Grocery Retailers Lose Share

Chart 29 - Wells Opens The Largest Beauty Store In The Country

E-Commerce Growth Reshapes Product Access and Consumer Convenience

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-portugal/report.