

Soap, Bath and Shower Products - China - June 2013

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"China's soap, bath and shower (SBS) product market grew at a compound annual growth rate (CAGR) of 11.6% from 2007-12. The market growth is driven by the shower and liquid/gel soap categories as consumers increasingly shift from the basic soap bar to the more convenient format of liquid soap/shower gel."

Tan Heng Hong, Senior Research Analyst

In this report we answer the key questions:

- What do consumers look for in SBS products and what are the key trends in product launches?
- How are brands making consumer engagement activities relevant to modern lifestyles?
- Where do consumers shop for SBS products? What drives consumers to the emerging channels and how can companies maximise the potential of these new channels?
- What are the opportunities that have emerged from demographic changes in China?

Nearly all consumers in China have used shower gel, liquid hand soap and bar soap in the past six months, making the three products the most popular categories in the SBS market each with at least 96% usage. SBS products which are moisturising and gentle to the skin have appeared as the top claims consumers looked for in the shower/bath category, while antibacterial is the top feature demanded in the liquid/bar soap and hand gel category.

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