

Soap, Bath and Shower - China - February 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

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“The stress of modern living and concerns over pollution mean that consumers in China are craving natural products. Companies offering premium natural products should appeal to women, who are still the key consumer group in this market.”
– Wenwen Chen, Senior beauty and personal care analyst

This report looks at the following areas:

- Bar soap makers need to reinvent the category
- Foot bath products are the silver lining for the bath market
- Water-saving products will be welcomed by both consumers and the Government

By the end of 2015, China's shower, bath and soap (SBS) market was worth RMB 24.2 billion at retail prices by the end of 2015, an increase of 2% on 2014.

China's cooling economy has made shoppers more prudent when it comes to everyday spending. The body wash market was directly affected by consumers' tightening grocery budgets and demonstrated slower growth.

Looking ahead, growth will remain slow, and is likely to be driven by consumers trading up, rather than an increase in volume sales. Products with more natural ingredients and skincare benefits have sales potential, and will be the best way of convincing shoppers to trade up to premium products.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

The China body wash market is expecting soft sales

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