

## Soap, Bath and Shower Products - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The soap, bath, and shower products market continues to experience slow, yet steady growth, benefiting from strong liquid body wash sales that are compensating for struggles in the bar soap segment. Market growth can also be partially attributed to the inclusion of premium and therapeutic benefits found in liquid body wash and bath products."

- **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- Liquid body wash continues to cannibalize bar soap sales
- Routine-driven shopping behaviors indicate challenges for brands
- Older adults express below-average interest in anything beyond the basics

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The market

Market is expected to continue slow, but steady growth

Figure 1: Total US sales and fan chart forecast of soap, bath, and shower products, at current prices, 2013-23

The issues

Liquid body wash continues to cannibalize bar soap sales

Figure 2: Total US retail sales and forecast of bar soap and liquid body wash, by segment, at current prices, 2013-18

Routine-driven shopping behaviors indicate challenges for brands

Figure 3: Select shopping behaviors, December 2018

Older adults express below-average interest in anything beyond the basics

Figure 4: Usage and/or interest in select product innovations, by age, December 2018

The opportunities

Most products experienced an increase in usage

Figure 5: Usage of select soap, bath, and shower products, November 2017 and December 2018

Bath products capitalize on emotional wellbeing claims

Figure 6: Usage frequency of bath products and select reason for using bath products more frequently, December 2018

Shifting population trends represent opportunities

Figure 7: Wish there were more products for my skin type, by race and Hispanic origin, December 2018

What it means

### The Market – What You Need to Know

Market expected to maintain steady growth through 2023

Body wash, bath products, and hand sanitizers grow, while bar soap declines

Bath products transform bathing into wellness ritual

Population trends can impact market

### Market Size and Forecast

Market expected to maintain steady growth through 2023

Figure 8: Total US sales and fan chart forecast of soap, bath, and shower products, at current prices, 2013-23

Figure 9: Total US retail sales and forecast of soap, bath, and shower products, at current prices, 2013-23

### Market Breakdown

Liquid body wash grows while bar soap struggles

Small segments see large gains

Figure 10: Total US retail sales and forecast of soap, bath, and shower products, by segment, at current prices, 2013-18

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### Market Perspective

Bath products transform bathing into wellness ritual

Figure 11: Reasons for using bath products more frequently, December 2018

### Market Factors

US population continues to become more diverse

Figure 12: Distribution of generations by race and Hispanic origin, 2018

An aging population can lead to market challenges

Figure 13: Population aged 18 or older, by age, 2013-23

### Key Players – What You Need to Know

Unilever continues to dominate; PDC Brands experience strongest gains

Instagrammable bath products and CBD products take the spotlight

Therapeutic bath products and products made for men experience gains

Liquid body wash cannibalizes bar soap

Market expects sleep-improving, ethnic-focused products, and new hand sanitizers

### Company and Brand Sales of Soap, Bath, and Shower Products

Unilever continues to dominate; PDC Brands experience strongest gains

Struggling segments lead to declines for Henkel

Manufacturer sales of soap, bath, and shower products

Figure 14: Multi-outlet sales of soap, bath, and shower products, by leading companies, rolling 52 weeks 2017 and 2018

### What's In?

Instagrammable bath products add a splash of fun to bathing

Figure 15: Mentions of #bathart on social media, Instagram, 2016-18

Products infused with CBD oil holds the spotlight

Bath products capitalize on emotional wellbeing claims

Convenience and scent are key for reaching men

### What's Struggling?

Liquid body wash cannibalizes bar soap

Figure 16: Percentage of households using bar soap and body wash, April 2012-June 2018

### What's Next?

SBS products are tapping into sleep disturbance causes

Shifting population trends will force brands to expand product offerings

Figure 17: Procter & Gamble: The Talk, July 2017

The next generation of hand sanitizers

### The Consumer – What You Need to Know

Liquid body wash continues to cannibalize bar soap

Liquid hand soap usage remains stable; hand sanitizer usage increases

The need for self-care drives bath product usage

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Adults are routine-driven and seek value

More than half of adults cleanse in AM; fear of too much showering fades

Innovations that support mental wellbeing are appealing to consumers

## Usage of Liquid Shower Products and Benefits Sought

Usage of liquid body wash continues to grow

Figure 18: Usage of liquid shower products, November 2017 and December 2018

Usage of liquid body wash is mainstream

Figure 19: Usage of liquid shower products, by age, December 2018

Women are heavier users of liquid products but men offer potential

Figure 20: Usage of liquid shower products, by gender, December 2018

Black adults and Hispanics use more than just the essentials

Figure 21: Usage of liquid shower products, by race and Hispanic origin, December 2018

Adults seek more than just functional benefits

Figure 22: Purchase influencers sought in liquid body wash/shower gel, December 2018

Age reveals limited differences in the importance of natural ingredients

Figure 23: Select purchase influencers sought in liquid body wash/shower gel, by age, December 2018

Women want more than just functional benefits

Figure 24: Select purchase influencers sought in liquid body wash/shower gel, by gender, December 2018

Scent and skincare benefits motivate multicultural consumers

Figure 25: Select purchase influencers sought in liquid body wash/shower gel, by race and Hispanic origin, December 2018

## Usage of Bar Soap and Benefits Sought

Bar soap usage is on the decline

Figure 26: Usage of bar soap, November 2017 and December 2018

Older adults stick to bar soap...for now

Figure 27: Usage of bar soap, by age, December 2018

Men drive usage of bar soap

Figure 28: Usage of bar soap, by gender, December 2018

Asian and Black consumers could buoy bar soap usage

Figure 29: Usage of bar soap, by race and Hispanic origin, December 2018

Brand and functional benefits are key purchase influencers

Figure 30: Purchase influencers sought in bar soap, December 2018

Younger adults value added benefits, while older adults value brand

Figure 31: Select purchase influencers sought in bar soap, by age, December 2018

Convenience is important to men

Figure 32: Select purchase influencers sought in bar soap, by gender, December 2018

Black adults seek specialized benefits

Figure 33: Select purchase influencers sought in bar soap, by race and Hispanic origin, December 2018

## Usage of Hand Cleansing Products

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## Usage of hand cleansing products remain stable

Figure 34: Usage of hand cleansing products, November 2017 and December 2018

Figure 35: Usage frequency of hand cleansing products, December 2018

## Life stage dictates usage of hand cleansing products

Figure 36: Usage of hand cleansing products, by age, December 2018

## Black and Hispanics drive hand sanitizer usage

Figure 37: Usage of hand cleansing products, by race and Hispanic origin, December 2018

## Usage of Bath Products and Benefits Sought

### The need for self-care drives bath product usage

Figure 38: Usage of bath products, November 2017 and December 2018

Figure 39: Usage frequency of bath products, December 2018

### Young adults seek ways to de-stress, driving their usage of bath products

Figure 40: Usage of bath products, by age, December 2018

### Multicultural adults motivated by skin benefits, experimentation

Figure 41: Usage of bath products, by race and Hispanic origin, December 2018

### Wellbeing attributes are a must for bath products

Figure 42: Purchase influencers sought in bath products, December 2018

Figure 43: TURF analysis – Purchase influencers – Bath products, December 2018

### Methodology

### Older adults seek standard benefits, while younger adults seek more

Figure 44: Select purchase influencers sought in bath products, by age, December 2018

### Black adults seek products that are gentle and safe on skin

Figure 45: Select purchase influencers sought in bath products, by race and Hispanic origin, December 2018

## Shopping Behaviors

### Adults are routine-driven and have positive perceptions of store brands

### Environmental concerns remain niche, but can help brands stand out

Figure 46: Shopping behaviors, December 2018

### Adults aged 18-24 take a value and eco-friendly approach

Figure 47: Select shopping behaviors, by age, December 2018

### Men stick with the familiar, women explore options

Figure 48: Select shopping behaviors, by gender, December 2018

### Asians and Hispanics take eco-friendly approach to category

Figure 49: Select shopping behaviors, by race and Hispanic origin, December 2018

## Attitudes and Behaviors toward Soap, Bath, and Shower Products

### Most showering and bathing routines occur in the morning

### The fear of stripping away good bacteria is starting to fade

Figure 50: Attitudes and behaviors toward soap, bath, and shower products, December 2018

### Younger adults are looking to streamline personal care routines

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Figure 51: Select attitudes toward soap, bath, and shower products, by age, December 2018

Men have positive perceptions of bar soap, women use soap for multiple purposes

Figure 52: Select attitudes toward soap, bath, and shower products, by gender, December 2018

There's a need for more ethnic-focused products

Figure 53: Select attitudes and behaviors toward soap, bath, and shower products, by race and Hispanic origin, December 2018

## Usage and Interest in Product Innovations

Innovations that support mental wellbeing are appealing

Figure 54: Usage and/or interest in soap, bath, and shower product innovations, December 2018

Innovations have prime audience among adults aged 18-44

Figure 55: Usage and/or interest in select soap, bath, and shower product innovations, by age, December 2018

Blacks and Hispanics drive interest in innovations

Figure 56: Usage and/or interest in select soap, bath, and shower product innovations, by race and Hispanic origin, December 2018

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

## Appendix – The Market

Figure 57: Total US retail sales and forecast of soap, bath, and shower products, at inflation-adjusted prices, 2013-23

Figure 58: Total US retail sales of soap, bath, and shower products, by segment, at current prices, 2016 and 2018

Figure 59: Total US retail sales of soap, bath, and shower products, by channel, at current prices, 2013-18

Figure 60: Total US retail sales of soap, bath, and shower products, by channel, at current prices, 2016 and 2018

## Appendix – Key Players

Figure 61: Multi-outlet sales of bar soap, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 62: Multi-outlet sales of liquid body wash, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 63: Multi-outlet sales of liquid hand soap, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 64: Multi-outlet sales of bath fragrances/bubble bath products, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 65: Multi-outlet sales of hand sanitizers (excluding wipes), by leading companies and brands, rolling 52 weeks 2017 and 2018

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