

Soap, Bath and Shower Products - UK - February 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Although the soap, bath and shower category is under some pressure, there are plenty of bright spots that point the way towards future growth. The success of Baylis & Harding in convincing consumers to upgrade to a more premium product shows that products can still benefit from creating differentiation in the sector.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

- **Differentiation the key for brands as cuts reach their limit**
- **Stressed young men may be a new growth market for bath brands**

The soap, bath and shower (SBS) products market grew at a sub-inflation rate of 0.9% to reach an estimated £659 million in 2018, and is forecast to decline by 0.1% in 2019. Brands in the market are contending with pressures from a variety of directions, including price-focused consumers, the rise of discounters, and commoditisation in the category. To overcome these challenges, brands may have to find greater levels of differentiation and seek to persuade consumers to pay more for 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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