

Soap, Bath and Shower Products - China - December 2020

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“Hand sanitizer has emerged as a winning category after COVID-19 due to growing demand for personal hygiene, while the bath and shower product market grew relatively slower. Consumers have upgraded their demand from functional-driven to skincare and emotional benefits, driving product innovation and premiumisation.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- The impact of COVID-19 on the soap, bath and shower product market
- Competitive landscape and launch activities
- Pain points and opportunities in hand wash
- Features attracting trial and emotional benefits wanted

The SBS (soap, bath, and shower) market has seen various unique stories emerge following COVID-19. The bath and soap segment has been driven by product innovation and consumers' demand for premium benefits, as well as relaxing and therapeutic claims. Hand wash has experienced a boost as personal hygiene reached a peak in both awareness and behaviour influenced by COVID-19.

Skincare-related benefits and functions are becoming more and more important in the SBS market, requiring brands to compete not only in the personal care category, but also with the beauty and skincare category. A holistic view of health encompassing both the emotional and physical sides will be the next level of market development.

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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
- Key issues covered in this report
- Covered in this report

Executive Summary

- Impact of COVID-19 on soap, bath and shower products
 - Figure 1: Short, medium and long term impact of COVID-19 on soap, bath and shower product market, November 2020
- The market
 - Figure 2: Market size and forecast of soap, bath and shower product market, China, 2015-25
- Companies and brands
 - Figure 3: Leading companies' share of value sales of soap, bath and shower product market, China, 2018 – 2020 H1
- The consumer
 - Shower gel is mostly used while hand wash experiences a quick adoption
 - Figure 4: Products used in last 6 months, October 2020
 - Both hand feeling and efficacy are demanded
 - Figure 5: Concerns about using liquid hand wash, October 2020
 - Shower foam/mousse leads the market trend
 - Figure 6: Correspondence analysis of format perception, October 2020
 - Skincare-related benefits are key drivers
 - Figure 7: Features attracting trial of a new shower and bath product, October 2020
 - Bring mindfulness and selfcare into bathing or showering time
 - Figure 8: Appealing benefits from showering and bathing, October 2020
 - Hand sanitizer becomes a regular behaviour
 - Figure 9: Attitudes towards hand sanitizer, by monthly personal income, October 2020
- What we think

Issues and Insights

- Invest in ingredient stories
 - The facts
 - The implications
 - Figure 10: Example of fragranced ingredients, China, 2020
 - Figure 11: Example of CBD ingredient used in shower gel, China, 2020
 - Figure 12: Example of premium ingredients used in hand wash products, China, 2020
- Connect emotional benefits with demand for holistic wellbeing
 - The facts
 - The implications
 - Figure 13: Example of SBS product with mental health claim, US, 2019
- More diverse innovation in body wash to leverage lifestyle changes

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The facts

The implications

Figure 14: STOP THE WATER WHILE USING ME! brand

Figure 15: NIVEA refill machine, Germany, 2020

The Market – Key Takeaways

Stable growth of overall SBS market after COVID-19

Increased health awareness and product innovation fuel the market

Market Size and Forecast

A clear winner in BPC market in 2020

Figure 16: Market size and forecast of soap, bath and shower market, China, 2015-25

Market Factors

Increased hygiene consciousness influenced by COVID-19

BPC brands enter hygiene category

Figure 17: Examples of BPC brands launching soap, bath and shower products, China, 2020

Fragrance and skincare benefits expand to hand wash category

Figure 18: ARASHIYAMA fragranced hand sanitizer, China, 2020

Technological innovation helps hygiene growth

Figure 19: Tmall automatic hand wash machine, China, 2020

Low use of bathtubs hinders the bath product market growth

Market Segmentation

Shower gel still dominates the market, yet future growth lies in hand sanitizer market

Figure 20: Segment sales value of soap, bath and shower market, China 2019-2020

Companies and Brands – Key Takeaways

Changes in competitive landscape in early 2020

Find new ways to connect with consumers

Launch activity boosted in hand sanitizer

Market Share

2019: top two brands gain share while the overall competitive landscape remains nearly stable

Figure 21: Leading companies' share of value sales of soap, bath and shower product market, China, 2018 and 2019

First half-year of 2020: hygiene-focused products are a success story

Figure 22: Leading companies' share of value sales of soap, bath and shower product market, China, 2019 and 2020 H1

Competitive Strategies

Branding

New branding method creates new scenarios to connect with consumers

Cater to Gen Z through cross-category collaboration with milk tea brands

Figure 23: Dove X Heytea shower mousse, China, 2020

Figure 24: BIGEVE X NAYUKI shower gel, China, 2020

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Product

Innovating in premium claims to upgrade brand image

Figure 25: Safeguard detox small bubble shower gel, China, 2019

Invest in traditional Chinese herbal ingredients and target seasonal occasions

Figure 26: Liu Shen tea plant extract shower gel, China, 2020

Figure 27: Shanghai Soap seasonal soap lines, China, 2019

Consumer education and experience

Use data to prove real effects

Figure 28: Olay 21-day body whitening test, China, 2020

Traditional brand provides experiences to meet consumers' new lifestyle

Figure 29: Shanghai Soap provides new cultural space, China, 2020

Launch Activity and Innovation

New product innovation in liquid soap boosted in 2020

Figure 30: New product development in soap, bath and shower category, by sub-category, China, January 2018 – October 2020

Both anti-bacterial and vitamin/mineral fortified claims rose in 2020, while aromatherapy decreased

Figure 31: Top claims of new product development in soap, bath and shower category, China, January 2018 – October 2020

Convenient hand wash for on-the-go

Figure 32: Examples of new hand wash launches in convenient packages, China, 2019-2020

Catching on to the foamy trend

Figure 33: Examples of shower foam/mousse launches, China, 2020

Innovative format to provide more entertainment

Figure 34: Examples of bath and shower product launches with innovative format, China, 2020

Bath oil with premium ingredients

Figure 35: Examples of shower oil launches with premium ingredients, China, 2020

Use alcohol to provide new experience

Figure 36: Examples of bath and shower product launches with alcohol element, China, 2020

Take cleaning claims to the next level

Figure 37: Examples of bath and shower product launches with deep cleansing ingredients, China, 2020

The Consumer – Key Takeaways

Shower gel dominates the market but hand wash products possess great potential

Hand feeling is the most important attribute for consumers when choosing liquid hand wash

Consumers' different recognition toward soap, shower foam/mousse and shower gel

Consumers' focus has gradually shifted to SBS products' skincare functions

Soothing tiredness, de-stressing and relaxing are top three factors that influence the purchase of bathing and shower products

Usage frequency of hand wash has not decreased

Product Usage

Shower gel dominates usage, while shower tools are used by more than half of consumers

Figure 38: Products used in last 6 months, October 2020

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Hand wash becomes more necessary

Although men generally lag behind women, 30-39-year-olds start to see broader product usage

Figure 39: Products used in last 6 months, by gender and age, October 2020

High earners pay more attention to instant hygiene

Figure 40: Products used in last 6 months, by monthly personal income, October 2020

Lower tier cities catch up

Figure 41: Products used in last 6 months, by city tier, October 2020

Pain Point for Hand Wash

Residue of greater concerned than insufficient sterilisation

Figure 42: Concerns about using liquid hand wash, October 2020

Women pay more attention to hand feeling

Figure 43: Concerns about using liquid hand wash, by gender, October 2020

High earners worry more about insufficient clean, while low earners more afraid of residue

Figure 44: Concerns about using liquid hand wash, by monthly personal income, October 2020

Perceptions of Different Formats

Methodology

Soap is perceived to have the best cleaning efficacy

Figure 45: Correspondence analysis of format perception, October 2020

Shower gel has less distinctive position

Shower foam/mousse could be more trendy and exquisite

Features Attracting Trial

Consumers are keen to explore new products

Figure 46: Features attracting trial of a new shower and bath product, October 2020

Suitable for my skin type and skin benefits can appeal to four fifths of consumers

Figure 47: TURF analysis of features attracting trial of a new shower and bath product, October 2020

Women want milder and proven ingredients with more exquisite scent

Figure 48: Features attracting trial of a new shower and bath product, by gender, October 2020

Use scent to connect with younger consumers

Figure 49: Features attracting trial of a new shower and bath product, by age, October 2020

New product explorers care more about skincare benefits and ingredients

Figure 50: Features attracting trial of a new shower and bath product, by consumer segmentation, October 2020

Emotional Benefits Desired

Most consumers regard shower/bathing as a time for relaxation

Figure 51: Appealing benefits from showering and bathing, October 2020

Relating relaxing to soothing tiredness benefits would reach 85% of consumers

Figure 52: TURF analysis of appealing benefits from showering and bathing, October 2020

Energizing claims appeal more to high earners

Figure 53: Appealing benefits from showering and bathing, by monthly personal income, October 2020

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Attitudes towards Soap, Bath, and Shower Products

Most consumers shower at night, while high earners slightly skew to showering in the morning

Figure 54: Preference for shower time, by monthly personal income, October 2020

Hand washing becomes a habit

Figure 55: Attitudes towards hand sanitizer, by monthly personal income, October 2020

The majority are still big brand followers

Figure 56: Preference for niche brands, by selected demographics, October 2020

Most consumers look for more beyond cleanliness

Figure 57: Attitudes towards additional benefits, by city tier, October 2020

Figure 58: Appealing benefits from showering and bathing, by consumer segmentation, October 2020

High earners are more open to exploring new products

Figure 59: Preference for new products, by age and monthly personal income, October 2020

Tier one city consumers are more likely to share bath and shower products with family members

Figure 60: Preference for sharing products, by city tier, October 2020

Meet the Mintropolitans

MinTs have used more products, especially foaming tools, exfoliation tools and bath infusions

Figure 61: Products used in last 6 months, by consumer classification, October 2020

Main difference between MinTs and Non-MinTs is their attention to smell

Figure 62: Concerns about using liquid hand wash, by consumers classification, October 2020

Milder and scientific proof attract MinTs more

Figure 63: Gap of features attracting trial of a new shower and bath product, by consumer classification, October 2020

Appendix – Market Size and Forecast

Figure 64: Market value and year-on-year growth of soap, bath and shower product market, China, 2015-25

Appendix – Market Segmentation and Forecast

Figure 65: Segment value and year-on-year growth of soap, bath and shower market, China 2015-25

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

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