

## Soap, Bath and Shower Products - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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*"The soap, bath, and shower market can expect to see growth in the next few years due to near universal consumer usage of these products along with a lack of competitive alternatives. Companies and brands will need to explore ways to refocus consumers' attention on branded offering and new product benefits."*

– Gabriela Mendieta, Home & Personal Care Analyst

### In this report we answer the key questions:

- Branded soap, bath, and shower products are slowly losing market share to private label offerings. How can market players reinvigorate interest in branded offerings and reclaim share?
- Consumers now expect more from their soap, bath, and shower products. What are some new areas of exploration for companies and brands to pursue to deliver greater value to consumers?
- How can soap, bath, and shower brands assuage growing consumer concerns about the chemical content used in personal care products?

The U.S. soap, bath, and shower market was mostly untouched by the recession and the overall market has seen steady, strong growth in the past few years. During 2007-12, the category grew by \$1 billion and surpassed \$5 billion in total sales in 2012. Mintel expects that this market will continue to grow steadily into 2017. Most consumers use these products on a regular if not daily basis to maintain their personal hygiene. The key drivers for overall market growth in the past few years are the strong performance of the body wash segment coupled with the integration of moisturizing and skin enhancing benefits into these products. Consumers now look to their soap products to deliver not only skin cleansing, but also moisturizing, deodorizing, and exfoliating attributes to name a few. However, though this market has performed well and will continue to grow, consumers are very cost conscious due to current economic circumstances and private label offerings are competing with branded offerings, promoting similar benefits for a lower cost. It will be important that companies and brand continue to integrate new functional and cosmetic benefits in the coming years in order to continue growing the market and to keep consumers engaged with this category.

This report analyzes U.S. sales performance of soap, bath, and shower product sales in the past five years, the market forecast through 2017, and how different factors, such as a product's claims, have the ability to impact sales and consumer shopping behaviors. Household product usage, specific products purchased in the past year, shopping behaviors, purchase factors, and the influence of current claims on product purchases and interest in newer product attributes are also explored in this report.

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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

### Scope and Themes

What you need to know  
 Definition  
 Data sources  
 Sales data  
 Consumer survey data  
 Advertising creative  
 Abbreviations and terms  
 Abbreviations  
 Terms

### Executive Summary

#### The market

Figure 1: Total U.S. retail sales and fan chart forecast of soap, bath, and shower market, at current prices, 2007-17

#### Market factors

##### Apprehensive consumers driving interest in private label and less expensive products

Figure 2: University of Michigan's index of consumer sentiment (ICS), 2007-12

##### Total population growth drives usage

##### Hispanics and black consumers will be important segments to target

#### Segment performance

Figure 3: Total U.S. retail sales of soap, bath, and shower market, by segment, at current prices, 2010-12

#### Retail channels

Figure 4: Share of U.S. retail sales of soap, bath, and shower products, by channel, at current prices, 2010 and 2012

#### Market players

Figure 5: Share of MULO sales of soap, bath, and shower products, by leading companies, 2012

#### The consumer

##### Near universal penetration and usage across demographic segments

##### Bar soap most commonly purchased soap format

Figure 6: Purchase of soap, bath, and shower products, December-January, 2013

##### Personal preferences will drive the market

Figure 7: Soap, bath, and shower product usage, December 2012-January 2013

##### Consumers check products for their scent and stock up when they can

Figure 8: Shopping behaviors when purchasing soap, bath, and shower products, December 2012-January 2013

##### Price and scent type function as key purchase drivers

Figure 9: Purchase factors influencing purchase decision, December 2012-January 2013

##### Consumers mainly look for moisturizing and deodorizing attributes in current offerings

Figure 10: Current product attributes consumers look for in purchasing soap, bath, and shower products, December 2012-January 2013

##### Anti-aging attributes in soap offerings command greatest consumer interest

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Figure 11: Interest in potential new attributes for soap, bath, and shower products, December 2012-January 2013

What we think

## Issues in the Market

Branded soap, bath, and shower products are slowly losing market share to private label offerings. How can market players reinvigorate interest in branded offerings and reclaim share?

Consumers now expect more from their soap, bath, and shower products. What are some new areas of exploration for companies and brands to pursue to deliver greater value to consumers?

How can soap, bath, and shower brands assuage growing consumer concerns about the chemical content used in personal care products?

## Insights and Opportunities

Deliver unexpected scents in soap, bath, and shower products

Focus on providing physiological benefits

Help consumers to manage cold/flu symptoms

## Trend Applications

Trend: Nouveau Poor

Trend: Girly Men

## Market Size and Forecast

Key points

Soap, bath, and shower market sales are expected to grow steadily in the coming years

Sales and forecast of soap, bath, and shower market

Figure 12: Total U.S. retail sales and forecast of soap, bath, and shower market, at current prices, 2007-17

Figure 13: Total U.S. retail sales and forecast of soap, bath, and shower market, at inflation-adjusted prices, 2007-17

Fan chart forecast

Figure 14: Total U.S. retail sales and fan chart forecast of soap, bath, and shower market, at current prices, 2007-17

## Market Drivers

Key points

Shaky consumer confidence leads to trading down

Figure 15: University of Michigan's index of consumer sentiment (ICS), 2007-12

Total population growth drives usage

Figure 16: Population, by age, 2008-18

Growing ethnic populations may help market

Figure 17: Population, by race and Hispanic origin, 2008-18

## Segment Performance

Key points

Body wash segment leads the soap, bath, and shower market

Sales of soap, bath, and shower products, by segment

Figure 18: Total U.S. retail sales of soap, bath, and shower market, by segment, at current prices, 2010 and 2012

## Segment Performance—Liquid Body Wash

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## Key points

Liquid body wash top selling segment in the market

Sales and forecast of liquid body wash

Figure 19: Total U.S. retail sales and forecast of liquid body wash, at current prices, 2007-17

## Segment Performance—Bar Soap

### Key points

Consumers choosing deodorant bar soap over non-deodorant bar soap

Sales and forecast of bar soap

Figure 20: Total U.S. retail sales and forecast of non-deodorant bar soap, at current prices, 2007-17

Figure 21: Total U.S. retail sales and forecast of deodorant bar soap, at current prices, 2007-17

## Segment Performance—Liquid Hand Soap

### Key points

Liquid hand soap sees strong, steady growth

Sales and forecast of liquid hand soap

Figure 22: Total U.S. retail sales and forecast of liquid hand soap, at current prices, 2007-17

## Segment Performance—Bath Fragrance/Bubble Bath

### Key points

Small growth expected for bath fragrance/bubble bath

Sales and forecast of fragrances/bubble bath

Figure 23: Total U.S. retail sales and forecast of bath fragrance/bubble bath, at current prices, 2007-17

## Retail Channels

### Key points

Mass merchandisers, supercenters, warehouse clubs capture soap, bath, and shower sales

Sales of soap, bath, and shower products, by channel

Figure 24: Total U.S. retail sales of soap, bath, and shower products, by channel, at current prices, 2010-12

Figure 25: Total U.S. retail sales of soap, bath, and shower products, by channel, at current prices, 2007-12

## Leading Companies

### Key points

Soap, bath, and shower market highly competitive

MULO manufacturer sales of soap, bath, and shower products

Figure 26: MULO sales of soap, bath, and shower products, by leading companies, 2011 and 2012

## Brand Share—Liquid Body Wash

### Key points

Men's brands, extra moisture give Unilever strong boost

Old Spice competes with itself

Henkel's Dial boosted by promotions

Private label, other companies pose threat

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MULO sales of liquid body wash

Figure 27: MULO sales of liquid body wash by leading companies, 2011 and 2012

### Brand Share—Bar Soap

Key points

Non-deodorant bar soap declines while deodorant bar soap grows

Brynwood Partners drives deodorant bar soap growth while subsegment leaders see declines

Private label makes headway

MULO sales of bar soap

Figure 28: MULO sales of non-deodorant bar soap by leading companies, 2011 and 2012

Figure 29: MULO sales of deodorant bar soap by leading companies, 2011 and 2012

### Brand Share—Liquid Hand Soap

Key points

Colgate-Palmolive, Henkel post strong sales

Method boosts foothold

Private label begins to see sales slip

MULO sales of liquid hand soap

Figure 30: MULO sales of liquid hand soap by leading companies, 2011 and 2012

### Brand Share—Bath Fragrance/Bubble Bath

Key points

The Village Co. leads, but still falls behind other companies, private label

Advanced Beauty moves up in the ranks

MULO sales of bath fragrance/bubble bath

Figure 31: MULO sales of bath fragrance/bubble bath by leading companies, 2011 and 2012

### Innovations and Innovators

Largest segment leads with most product launches

Figure 32: Soap, bath, and shower product launches, by product category, 2007-January 2013

Limited Brands leads with most product launches

Figure 33: Soap, bath, and shower product launches, by company, 2007- January 2013

Natural claims most common claims type

Figure 34: Soap, bath, and shower product launches, by claims category, 2007-13

Botanical/herbal most common claim across the category

Figure 35: Soap, bath, and shower product launches, by claims, 2007-13

Figure 36: Soap, bath, and shower product launches, by claims, 2012

Natural offerings continue to be launched

Multipurpose products for men

Women's skin gets "nourished" and "silky smooth"

Body washes are delivering new "experiences"

### Marketing Strategies

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### Overview of the brand landscape

#### Brand analysis: Suave

Figure 37: Brand analysis of Suave, 2013

Figure 38: Suave website, 2013

#### Brand analysis: Dove

Figure 39: Brand analysis of Dove, 2013

#### Online initiatives

Figure 40: Dove website, 2013

Figure 41: Dove "put your soap to the test" web page, 2013

#### TV presence

Figure 42: Dove, Gentler TV ad, 2012

#### Print and other

Figure 43: Dove bar soap print ad, 2013

Figure 44: Dove body wash print ad, 2013

Figure 45: Dove mobile campaign

#### Brand analysis: Nivea

Figure 46: Brand analysis Nivea, 2013

#### Online initiatives

Figure 47: Nivea website, 2013

#### Print and other

Figure 48: Nivea body wash ad, 2012

#### Brand analysis: Dial

Figure 49: Brand analysis of Dial, 2013

#### Online initiatives

Figure 50: Dial website, 2013

Figure 51: Dial website, 2013

## Social Media

### Key points

#### Social media metrics

Figure 52: Key performance indicators, February 2013

#### Market overview

#### Brand usage and awareness

Figure 53: Brand usage and awareness of soap, bath, and shower products, December 2012-January 2013

#### Interaction with soap, bath, and shower product brands

Figure 54: Interaction with soap, bath, and shower products, December 2012-January 2013

#### Online conversations

Figure 55: Select soap, bath, and shower product brands' share of conversation, Jan.11-Feb. 10, 2013

Figure 56: Conversations by brand by day, Jan.11-Feb. 10, 2013

#### Where are people talking about soap, bath, and shower products?

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**Report Price:** £2466.89 | \$3995.00 | €3133.71

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Figure 57: Selected soap, bath, and shower product brands' share of brand conversations, by page type, Jan.11-Feb. 10, 2013

## What are people talking about?

Figure 58: Types of conversations concerning selected soap, bath, and shower product brands, Jan.11-Feb. 10, 2013

Figure 59: Types of conversations concerning selected soap, bath, and shower product brands, by day, Jan.11-Feb. 10, 2013

Figure 60: Types of conversations concerning selected soap, bath, and shower product brands, by type of website, Jan.11-Feb. 10, 2013

## Analysis by brand

### Dove

Figure 61: Dove—key social media indicators, Feb. 13, 2013

### Key online campaigns

### What we think

### Dial

Figure 62: Dial—key social media indicators, Feb. 13, 2013

### Key online campaigns

### What we think

### Olay

Figure 63: Olay—key social media indicators, Feb. 13, 2013

### Key online campaigns

### What we think

### Axe

Figure 64: Axe—key social media indicators, Feb. 13, 2013

### Key online campaigns

### What we think

### Old Spice

Figure 65: Old Spice—key social media indicators, Feb. 13, 2013

### Key online campaigns

### What we think

### Suave

Figure 66: Suave—key social media indicators, Feb. 13, 2013

### Key online campaigns

### What we think

## Usage of Soap, Bath, and Shower Products

### Key points

#### Soap, bath, and shower products enjoy high household penetration

Figure 67: Household use of soap, bath, and shower products, August 2011-August 2012

#### Bar soap usage higher among older segments; body wash more common among younger consumers

Figure 68: Household use of soap, bath, and shower products, by age, August 2011-August 2012

## Products Purchased

### Key points

#### Bar soap top product consumers report purchasing in past year

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**Report Price:** £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 69: Purchase of soap, bath, and shower products, December 2012-January 2013

Women more likely to purchase body wash; men display preference for bar soap

Figure 70: Purchase of soap, bath, and shower products, by gender, December 2012-January 2013

Younger consumers gravitate toward gender-specific body wash

Figure 71: Purchase of soap, bath, and shower products, by gender and age, December 2012-January 2013

## Brand Usage

Key points

Dove, Dial, and Irish Spring top bar soap brands

Figure 72: Brands of bar soap used in the household, August 2011-August 2012

Softsoap leading liquid hand soap brand

Figure 73: Brands of liquid hand soap used in the household, August 2011-August 2012

Dove, Bath & Body Works, and Suave resonate most strongly for body wash

Figure 74: Brands of body wash used in the household, by gender, August 2011-August 2012

Younger consumers most likely to use a range of brands

Figure 75: Brands of body wash used in the household, by age, August 2011-August 2012

## Product Usage

Key points

Consumers most likely to use multiple products when they bathe

Figure 76: Soap, bath, and shower product usage, December 2012-January 2013

Men most likely to use body wash or bar soap to wash face

Figure 77: Soap, bath, and shower product usage, by gender and age, December 2012-January 2013

Less affluent consumers report using soap products to wash face

Figure 78: Soap, bath, and shower product usage, by household income, December 2012-January 2013

## Shopping Behaviors

Key points

Scent testing and stocking up are key shopping behaviors

Figure 79: Shopping behaviors when purchasing soap, bath, and shower products, by gender and age, December 2012-January 2013

Figure 80: Shopping for gender-specific soap/body wash, by gender and age, December 2012-January 2013

Purchase factors influence how consumers shop

Figure 81: Shopping behaviors when purchasing soap, bath, and shower products, by purchase factors (price, brand, coupon, packaging, scent type) influencing purchase decision, December 2012-January 2013

Figure 82: Shopping behaviors when purchasing soap, bath, and shower products, by purchase factors (recommendations, reviews, easy to open packaging, multi-use, skin type) influencing purchase decision, December 2012-January 2013

## Purchase Factors

Key points

Consumers place most importance on price and scent type

Figure 83: Purchase factors influencing purchase decision, December 2012-January 2013

Older women most driven by price

Figure 84: Purchase factors influencing purchase decision, by gender and age, December 2012-January 2013

## Body Wash—Product Attributes

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## Key points

### Moisturizing and deodorizing most sought attributes

Figure 85: Current product attributes consumers look for in purchasing body wash, by gender and age, December 2012-January 2013

### Less affluent look for deodorizing properties

Figure 86: Current product attributes consumers look for in purchasing body wash, by household income, December 2012-January 2013

### Anti-aging attributes see strong interest from consumers

Figure 87: Interest in potential new attributes for body wash, by gender and age, December 2012-January 2013

## Bar Soap—Product Attributes

### Key points

#### Consumers look for similar attributes in bar soap as they do in body wash

Figure 88: Current product attributes consumers look for in purchasing bar soap, by gender and age, December 2012-January 2013

#### Less affluent looking for more out of bar soap

Figure 89: Current product attributes consumers look for in purchasing bar soap, by household income, December 2012-January 2013

#### Anti-aging attributes in bar soap draw most consumer interest

Figure 90: Interest in potential new attributes for bar soap, by gender and age, December 2012-January 2013

## Liquid Hand Soap—Product Attributes

### Key points

#### Functional attributes resonate most strongly

Figure 91: Current product attributes consumers look for in purchasing liquid hand soap, by gender and age, December 2012-January 2013

#### "For sensitive skin" appeals to less affluent

Figure 92: Current product attributes consumers look for in purchasing liquid hand soap, by household income, December 2012-January 2013

#### Anti-aging attributes claim most interest

Figure 93: Interest in potential new attributes for liquid hand soap, by gender and age, December 2012-January 2013

## Bath Fragrance/Bubble Bath—Product Attributes

### Key points

#### Moisturizing and aromatherapy/essentials oils most desired

Figure 94: Current product attributes consumers look for in purchasing bubble bath or bath oil, by gender, December 2012-January 2013

#### Muscle relaxation claims the most consumer interest

Figure 95: Interest in potential new attributes for bubble bath or bath oil, by gender, December 2012-January 2013

## Race and Hispanic Origin

### Key points

#### Product usage varies by race/ethnic origin

Figure 96: Household use of soap, bath, and shower products, by race/Hispanic origin, August 2011-August 2012

#### Black consumers most likely to purchase a number of soap products

Figure 97: Purchase of soap, bath, and shower products, by race/Hispanic origin, December 2012-January 2013

#### Hispanics relying on soap products to moisturize and for shaving

Figure 98: Soap, bath, and shower product usage, by race/Hispanic origin, December 2012-January 2013

#### Hispanics and black consumers like to try different scents

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**Report Price:** £2466.89 | \$3995.00 | €3133.71

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Figure 99: Shopping behaviors when purchasing soap, bath, and shower products, by race/Hispanic origin, December 2012-January 2013  
Figure 100: Shopping for gender-specific soap/body wash, by race/Hispanic origin, December 2012-January 2013

## Scent and brands are important to racial/ethnic groups

Figure 101: Purchase factors influencing purchase decision, by race/Hispanic origin, December 2012-January 2013

## Blacks most likely to look for moisture in body wash; Hispanics most likely to look for deodorizing attributes

Figure 102: Current product attributes consumers look for when purchasing body wash, by race/Hispanic origin, December 2012-January 2013

Figure 103: Interest in potential new attributes for body wash, by race/Hispanic origin, December 2012-January 2013

## Black consumers look for a number of attributes in their bar soap

Figure 104: Current product attributes consumers look for in purchasing bar soap, by race/Hispanic origin, December 2012-January 2013

Figure 105: Interest in potential new attributes for bar soap, by race/Hispanic origin, December 2012-January 2013

## Cluster Analysis

Figure 106: Target clusters, December 2012-January 2013

### Cluster 1: Practical

#### Opportunities

### Cluster 2: Basic

#### Opportunities

### Cluster 3: Involved

#### Opportunities

### Cluster 4: Confident

#### Opportunities

### Cluster characteristic tables

Figure 107: Purchase of soap, bath, and shower products, by target clusters, December 2012-January 2013

Figure 108: Soap, bath, and shower product usage, by target clusters, December 2012-January 2013

Figure 109: Current product attributes consumers look for in purchasing body wash, by target clusters, December 2012-January 2013

Figure 110: Current product attributes consumers look for in purchasing bar soap, by target clusters, December 2012-January 2013

Figure 111: Current product attributes consumers look for in purchasing liquid hand soap, by target clusters, December 2012-January 2013

Figure 112: Interest in potential new attributes for body wash, by target clusters, December 2012-January 2013

Figure 113: Interest in potential new attributes for bar soap, by target clusters, December 2012-January 2013

Figure 114: Interest in potential new attributes for liquid hand soap, by target clusters, December 2012-January 2013

Figure 115: Shopping behaviors when purchasing soap, bath, and shower products, by target clusters, December 2012-January 2013

Figure 116: Shopping for gender-specific soap/body wash, by target clusters, December 2012-January 2013

Figure 117: Purchase factors influencing purchase decision, by target clusters, December 2012-January 2013

### Cluster demographics

Figure 118: Target clusters, by demographic, December 2012-January 2013

### Cluster methodology

## SymphonyIRI /Builders—Key Household Purchase Measures

### Overview of soap, bath, and shower category

### Liquid body wash

### Consumer insights on key purchase measures

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**Report Price:** £2466.89 | \$3995.00 | €3133.71

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## Brand map

Figure 119: Brand map, selected brands of liquid body wash buying rate, by household penetration, 52-weeks ending June 24, 2012

## Brand leader characteristics

## Key purchase measures

Figure 120: Key purchase measures for the top brands of liquid body wash, by household penetration, 52-weeks ending June 24, 2012

## Non-deodorant bar soap

## Consumer insights on key purchase measures

## Brand map

Figure 121: Brand map, selected brands of non-deodorant bar soap buying rate, by household penetration, 52-weeks ending June 24, 2012

## Brand leader characteristics

## Key purchase measures

Figure 122: Key purchase measures for the top brands of non-deodorant bar soap, by household penetration, 52-weeks ending June 24, 2012

## Deodorant bar soap

## Consumer insights on key purchase measures

## Brand map

Figure 123: Brand map, selected brands of deodorant bar soap buying rate, by household penetration, 52-weeks ending June 24, 2012

## Brand leader characteristics

## Key purchase measures

Figure 124: Key purchase measures for the top brands of deodorant bar soap, by household penetration, 52-weeks ending June 24, 2012

## Liquid hand soap

## Consumer insights on key purchase measures

## Brand map

Figure 125: Brand map, selected brands of liquid hand soap buying rate, by household penetration, 52-weeks ending June 24, 2012

## Brand leader characteristics

## Key purchase measures

Figure 126: Key purchase measures for the top brands of liquid hand soap, by household penetration, 52-weeks ending June 24, 2012

## Appendix – Other Useful Consumer Tables

### Household usage

Figure 127: Household use of soap, bath, and shower products, by household income, August 2011-August 2012

### Products purchased

Figure 128: Purchase of soap, bath, and shower products, by household income, December 2012-January 2013

### Product usage

Figure 129: Soap, bath and shower product usage, by gender, December 2012-January 2013

### Shopping behaviors

Figure 130: Shopping behaviors when purchasing soap, bath, and shower products, by household income, December 2012-January 2013

### Purchase factors

Figure 131: Purchase factors influencing purchase decision, by purchase factors influencing purchase decision, December 2012-January 2013

Figure 132: Purchase factors influencing purchase decision, by purchase factors influencing purchase decision, December 2012-January 2013

Figure 133: Purchase factors influencing purchase decision, by household income, December 2012-January 2013

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## Current product attributes

Figure 134: Current product attributes consumers look for in soap, bath, and shower products, December 2012-January 2013

## Interest in potential product attributes

Figure 135: Interest in potential new attributes for soap, bath, and shower products, December 2012-January 2013

## Body wash—product attributes

Figure 136: Current product attributes consumers look for in purchasing body wash, by gender, December 2012-January 2013

Figure 137: Current product attributes consumers look for in purchasing body wash, by age, December 2012-January 2013

## Liquid hand soap—product attributes

Figure 138: Interest in potential new attributes for liquid hand soap, by household income, December 2012-January 2013

## Bath fragrance/bubble bath—product attributes

Figure 139: Current product attributes consumers look for in purchasing bubble bath or bath oil, by age, December 2012-January 2013

Figure 140: Interest in potential new attributes for bubble bath or bath oil, by age, December 2012-January 2013

## Interest in potential product attributes

Figure 141: Interest in potential new attributes for soap, bath, and shower products, December-January, 2013

## Race and Hispanic origin

Figure 142: Brands of body wash used in the household, by race/Hispanic origin, August 2011-August 2012

Figure 143: Current product attributes consumers look for in purchasing liquid hand soap, by race/Hispanic origin, December 2012-January 2013

Figure 144: Interest in potential new attributes for liquid hand soap, by race/Hispanic origin, December 2012-January 2013

## Appendix – Social Media

### Online conversations

Figure 145: Select soap, bath, and shower product brands' share of conversation, Jan.11-Feb. 10, 2013

Figure 146: Conversations by brand by day, Jan.11-Feb. 10, 2013

### Where are people talking about soap, bath, and shower products?

Figure 147: Selected soap, bath, and shower product brands' share of brand conversations, by page type, Jan.11-Feb. 10, 2013

### What are people talking about?

Figure 148: Types of conversations concerning selected soap, bath, and shower product brands, Jan.11-Feb. 10, 2013

Figure 149: Types of conversations concerning selected soap, bath, and shower product brands, by day, Jan.11-Feb. 10, 2013

Figure 150: Types of conversations concerning selected soap, bath, and shower product brands, by type of website, Jan.11-Feb. 10, 2013

### Brand usage and awareness

Figure 151: Brand usage or awareness, December 2012-January 2013

Figure 152: Axe usage or awareness, by demographics, December 2012-January 2013

Figure 153: Dove usage or awareness, by demographics, December 2012-January 2013

Figure 154: Old spice usage or awareness, by demographics, December 2012-January 2013

Figure 155: Dial usage or awareness, by demographics, December 2012-January 2013

Figure 156: Olay usage or awareness, by demographics, December 2012-January 2013

Figure 157: Suave usage or awareness, by demographics, December 2012-January 2013

### Interaction with soap, bath, and shower product brands

Figure 158: Interaction with soap, bath, and shower product brands, December 2012-January 2013

Figure 159: Axe—activities done, by demographics, December 2012-January 2013

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Figure 160: Dove—activities done, by demographics, December 2012-January 2013

Figure 161: Old Spice—activities done, by demographics, December 2012-January 2013

Figure 162: Dial—activities done, by demographics, December 2012-January 2013

Figure 163: Olay—activities done, by demographics, December 2012-January 2013

Figure 164: Suave—activities done, by demographics, December 2012-January 2013

### Appendix – Trade Associations

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