

Soap, Bath and Shower Products - China - December 2019

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“Showers and baths play an increasingly important role in modern consumers’ daily routines. The purpose of taking a shower or bath is moving beyond just cleaning, and is becoming part of their skincare regimen with inclusion of skincare benefits in shower/bath products, and as a means of relaxation and total well-being, riding with the aromatherapy trend.”

- Alice Li, Senior Research Analyst

This report looks at the following areas:

- Can bar soap regain its competitive edge?
- What’s the next step for fragranced shower products?
- How will the popularity of auto foaming hand washer impact the liquid soap category?

China’s soap, bath and shower products market has maintained slow but steady growth in recent years, which is likely to become the norm in the future with this category increasingly mature and commoditised. The growth is mainly driven by shower gel and liquid hand wash. Shower gel is benefiting from new product launches that include natural ingredients and added benefits, and liquid hand wash holds potential to grow in penetration and usage, especially in lower tier cities.

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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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