

Soap, Bath and Shower Products - China - April 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

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



“Retailers need to ensure there is enough in-store marketing to recruit new shoppers day in, day out. Cross-category brand extensions and creating limited edition ranges can leverage consumers’ ‘infidelity’ behaviour and capitalise on shoppers’ desire for newness and excitement.”

– Wenwen Chen, Research Analyst

This report looks at the following areas:

- How can brands leverage consumers’ repertoire behaviour?
- How can brands attract male buyers?
- How can bath products convert new buyers?
- How can brands target different age groups?

Following a continual solid sales performance, the soap, bath and shower products (SBS) market continued its strong growth in 2013. Technological advancements such as mobile shopping, tablet computers and internet penetration have boosted the popularity of online retailing while product innovation based on Traditional Chinese Medicine saw its success.

That said, the growth rate of the SBS market has marked its third consecutive yearly slowdown since 2011. This is mainly because of a staturated usage penetration in urban household. In addition, consumers have increasingly relied on price promotion, which has also contributed to growth slowdown in value terms. Overall speaking, consumers, especially female consumers, have exhibited solid repertoire behaviour towards selecting products, brands as well as retailers. This has posed a serious challenge to brands as well as retailers. Brands and shops need to ensure there is enough in-store marketing to attract shoppers each time. It is crucial to recruit new shoppers day in, day out and to keep increasing the number of shoppers.

The growing sophistication in consumer usage regimes including using products with different seasonal needs and purposes opens new opportunities for brands to grow. Creating new brand or product extensions and limited edition ranges can leverage consumers’ “infidelity” behaviour and capitalise on shoppers’ desire for newness and excitement. In addition, the male grooming market is another great opportunity for brands to explore, especially for bath products.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market