

Soap, Bath and Shower Products - US - February 2015

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“Opportunities exist for makers and marketers of soap, bath and shower products to improve transparency and efficacy claims, focus on the differentiated needs of the multicultural consumer, and address efficiencies in product usage to match fast-paced consumer lifestyles.”

– Molly Maier, Category Manager, Health, Household, Beauty & Personal Care

This report looks at the following areas:

- How can industry players reassure consumers regarding product safety and efficacy?
- What opportunities are there to target needs of the multicultural consumer?
- What opportunities are there to align with consumers' fast-paced lifestyle?

Soap, bath and shower product usage has near total penetration as the vast majority of people use these products for personal hygiene purposes. Because soap, bath and shower products cater to consumers across a range of segments, there's high incidence for multiple product use, with almost half using three or more types of products. A strong, steady consumer base provides a solid foundation; however, as a mature market, significant growth remains elusive.

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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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The Issues

The implications: Emphasize convenience in packaging, multiple use, and functional benefit

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