

Soap, Bath and Shower Products - US - February 2016

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"When adjusted for inflation, total market sales in the soap, bath, and shower products market have remained relatively flat, though the inclusion of more premium benefits have helped boost sales of liquid body washes and bath products. Going forward, continued launches of products offering premium benefits, as well as product innovations that offer ease of use, may help to accelerate growth."

This report looks at the following areas:

- Slow market growth expected to continue
- Consumers trade in bar soap for liquid options
- Brands impacted by ingredient controversy

Definition

For the purposes of this report, Mintel defines the soap, bath, and shower products category as follows:

- Liquid body wash and/or shower gel
- Bar soap
- Liquid hand soap
- Hand sanitizer
- Bath products, including bubble bath and bath fragrances.

This report does not include:

- Products designed specifically for use on the face such as facial cleansers and scrubs
- Body care products, such as lotion
- Baby care products
- Shower and bath accompaniments, such as loofahs, sponges, bath scrubbers, and bath massagers.

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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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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Abbreviations

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