

Soap, Bath and Shower Products - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The soap, bath, and shower products market continues to experience slow, yet steady growth, benefiting from strong liquid body wash sales that are compensating for struggles in the bar soap segment. Market growth can also be partially attributed to the inclusion of premium and therapeutic benefits found in liquid body wash and bath products."

- Olivia Guinaugh, Home & Personal Care Analyst

This report looks at the following areas:

- Liquid body wash continues to cannibalize bar soap sales
- Routine-driven shopping behaviors indicate challenges for brands
- Older adults express below-average interest in anything beyond the basics

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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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