

## Soap, Bath and Shower Products - US - February 2020

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

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"Due to the functional nature of the category, the soap, bath, and shower products market continues to experience slow, yet steady growth. Growth is being tempered by struggling bar soap sales but gains in liquid and bath products are driving the category forward."  
- Olivia Guinaugh, Home & Personal Care Analyst

This report looks at the following areas:

- Market continues to see slow, yet steady growth
- Liquid soap continues to cannibalize bar soap
- The need for self-care drives bath product usage, but showering is still more common
- Exposure to germs leads to more frequent usage of hand sanitizers
- Scented SBS products lessen the need for other scented products
- Bathing is no longer reserved for just women
- SBS brands need to adapt to a water-scarce world

The soap, bath, and shower products market continues to experience slow, yet steady growth due to the functional nature of the category and stable market penetration of liquid options. Although high penetration and strong category competition limit the potential for significant growth, adults continue to seek premium benefits, as well as relaxing and therapeutic claims offered by bath products.

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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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