“COVID-19 has put hygiene and wellness at the forefront of consumers’ minds, fueling the demand for soap, bath and shower products, particularly hand sanitizer and soap. The hand sanitizer segment will see continued growth and innovation as the product becomes a hygiene essential.”

– Olivia Guinaugh, Home & Personal Care Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the soap, bath and shower products market.
- How the market will fare in a post-COVID-19 down economy.
- Consumers’ usage of soap, bath and shower products.
- Consumers’ attitudes and behaviors toward soap, bath and shower 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.
Soap, Bath and Shower Products - US - February 2021

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All segments see gains in 2020

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