

Soap, Bath and Shower Products - UK - March 2012

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“The soap, bath and shower category straddles two worlds – at once it falls into the arena of must-have consumer goods, which consumers see as integral to their everyday wellbeing, while at the same time it has an opportunity to tap into a consumer desire for escapism and fantasy. Close to half of women who use bath additives, for instance, cite a long bath as their ultimate pampering treat. How many fast-moving consumer goods segments can claim to satisfy such lofty needs with such a low ticket price? The beauty industry often cites the resilience of the colour cosmetics category in times of crisis – otherwise known as the lipstick index. It is time for the beleaguered bath additives segment to do the same and position their products as a luxury indulgence at prices accessible to most.”

– Bríd Costello, Senior Beauty Analyst

In this report we answer the key questions:

- How is the economic environment impacting sales of soap, bath and shower products?
- Which segments have most potential for growth?
- What are consumers’ primary concerns when it comes to buying soap, bath and shower products?
- Which consumer demographics are most important to the category and how will population changes impact sales going forward?
- What influence do promotions have on the market?

This report covers the UK retail market for soap, bath and shower (SBS) products (including specific male, female and family products, ie those that can be used on babies and children) and includes the following:

Toilet soaps in both bar and liquid form including handwashes and hand sanitisers.

Bath additives such as foam, crème, oil and bubble bath, bath pearls and beads, and solid bath products such as bath salts, grains, crystals, beads and cubes.

Shower products such as gels, mousses, body shampoos, body exfoliators, sugar scrubs and body washes.

Syndets marketed as soap-free, such as Dove or Oil of Olay moisturising bars, are included, as are products such as Oilatum, formulated specifically for problem skin.

The report excludes facial cleansers such as scrubs and foams, which are included in Mintel’s reports on Facial Skincare – UK.

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