

Soap, Bath and Shower Products - US - March 2014

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“The soap, bath and shower category has experienced steady gains, despite being a functional and mature market. However, brands should be prepared to address the changing regulatory environment and an aging population in order to stay on a positive growth path.”
– Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- How can brands bring added value to a price-driven category?
- What opportunities are there to better engage an aging population?
- How will potential changes in antibacterial regulations impact the category?

The nearly \$5.4 billion soap, bath and shower category continues to post solid sales gains, despite being a mature and highly functional market. The liquid body wash is the largest and one of the strongest-performing segments, thanks to scent variety, skincare benefits, male-specific varieties, and ease of use. Elevated concerns surrounding the prevention of germs and illness, driven by recent flu epidemics, have also helped fuel sales of liquid hand soap and hand sanitizer. While category shoppers are value-conscious, they are also willing to spend for performance and convenience. Brands that can deliver on improved functionality and ease of use have an opportunity to generate incremental sales, helping to keep the category on a positive growth trajectory.

This report builds on the analysis presented in Mintel's Soap, Bath, and Shower Products – US, March 2013, as well as the April 2012, March 2011, May 2010, October 2009, October 2008, August 2007, August 2006, and December 2005 reports of the same title.

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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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