

Soap, Bath and Shower Products - US - February 2018

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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. The inclusion of premium and therapeutic benefits has also helped boost sales. Looking ahead, product launches centered on convenience and personalization may help accelerate growth."

- Olivia Guinaugh, Home & Personal Care Analyst

This report looks at the following areas:

- Liquid options cannibalize bar soap sales
- Hand sanitizers see largest sales drop
- Older men 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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Table of Contents

Overview

What you need to know
Definition

Executive Summary

The market
Market continues to grow slowly
Figure 1: Total US sales and fan chart forecast of soap, bath, and shower products, at current prices, 2012-22

The issues
Liquid options cannibalize bar soap sales
Figure 2: Total US retail sales of soap, bath, and shower products, by select segments, at current prices, 2015 and 2017

Hand sanitizers see largest sales drop
Figure 3: Multi-outlet sales of hand sanitizers, by select leading companies and brands, rolling 52 weeks 2016 and 2017

Older men express below-average interest in anything beyond the basics
Figure 4: Interest in select product innovations, by age and gender, November 2017

The opportunities
Therapeutic and wellbeing benefits may increase bath product usage
Figure 5: Usage frequency of bath products, November 2017

Smelling good is key for men
Figure 6: Interest in deodorizing and long-last scent benefits, by gender, November 2017

Innovations focused on convenience and personalization have potential
Figure 7: Interest in in-shower moisturizers and personalized products, by gender, November 2017

What it means

The Market – What You Need to Know

Slow, yet steady growth expected to continue
Body wash and bath products grow, while bar soap and hand sanitizer decline
The need to destress may lead to more baths
Population and economic trends encourage market; family declines temper growth

Market Size and Forecast

Slow, yet steady growth expected to continue
Figure 8: Total US sales and fan chart forecast of soap, bath, and shower products, at current prices, 2012-22
Figure 9: Total US sales and forecast of soap bath and shower products, at current prices, 2012-22

Market Breakdown

Liquid body wash accounts for nearly half of category sales
Struggling sales for bar soap and hand sanitizers
Bath products segment is a small, yet strong player
Figure 10: Share of soap, bath, and shower products sales, by segment, 2017 (est)

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Other retailers continue to dominate the market

Figure 11: Total US retail sales of soap, bath, and shower products, by channel, at current prices, 2012-17

Market Perspective

The need to destress may lead to more baths

Market Factors

Growing female population is encouraging for market

Figure 12: Female population by age, 2013-23

Positive economic indicators could boost sales for premium brands

Figure 13: Consumer Sentiment Index, January 2007-December 2017

Decline in households with children may lead to market struggles

Figure 14: Households, by presence of own children, 2007-17

Key Players – What You Need to Know

Mixed results for leading category players

Natural and environmentally-friendly brands experience gains

Scent-related benefits and flagship brands reach men

Bath products capitalize on therapeutic and wellbeing attributes

Hand sanitizers see largest sales drop

Adults trade in bar soap for liquid options

Bath product formats inspire shower product launches

Personalized products are trending

Company and Brand Sales of Soap, Bath, and Shower Products

PDC Brands experience strongest gains

Struggling segments lead to declines for Colgate-Palmolive

Manufacturer sales of soap, bath, and shower products

Figure 15: MULO sales of soap, bath, and shower products, by leading companies, rolling 52 weeks 2016 and 2017

What's Working?

Natural and environmentally-friendly brands experience gains

Figure 16: MULO sales of Dr. Bronner's bar soap, Method liquid body wash, Shea Moisture liquid body wash and Me! Bath bath products, rolling 52 weeks 2016 and 2017

Scent-related benefits and flagship brands reach men

Bath products capitalize on therapeutic and wellbeing attributes

What's Struggling?

Hand sanitizers see sales drop

Figure 17: Multi-outlet sales of hand sanitizers, by leading companies and brands, rolling 52 weeks 2016 and 2017

Adults trade in bar soap for liquid options

Figure 18: MULO sales of select Dove products, rolling 52 weeks 2016 and 2017

What's Next?

Bath product formats inspire shower product launches

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Personalized products are trending

The Consumer – What You Need to Know

- Use of bar soap declines, while use of liquid body wash rises
- Adults prefer to shower, resulting in low bath product usage
- Liquid hand soap is an essential, hand sanitizers are used occasionally
- Added benefits are nearly as important as functional benefits
- Adults tend to stick to products they know
- Shoppers seek familiar ingredients
- Innovations focused on convenience and personalization are key
- Attitudes vary, but some care about sustainability

Body Cleansing Product Usage and Frequency

- Bar soap usage declines, while use of liquid body wash rises
 - Figure 19: Percentage of households using bar soap and body wash, April 2012-May 2017
 - Figure 20: Usage of bar soap and shower products, November 2017
- Liquid body wash and bar soap are hygiene staples
 - Figure 21: Usage frequency of bar soap and shower products, November 2017
- Women, young adults drive usage of body wash
 - Figure 22: Usage of bar soap and body wash, by gender and age, November 2017
- Hispanic adults use more than just the essentials
 - Figure 23: Usage of body scrubs and in-shower moisturizer, by Hispanic origin, November 2017

Bath Product Usage and Frequency

- Adults prefer to shower, resulting in low bath product usage
 - Figure 24: Usage of bath products, November 2017
- Most adults report occasional usage of bath products
 - Figure 25: Usage frequency of bath products, November 2017
- Bath product usage driven by younger women
 - Figure 26: Usage of bath products, by gender and age, November 2017

Hand Cleansing Product Usage and Frequency

- Liquid hand soap is an essential; hand sanitizers used occasionally
 - Figure 27: Usage of hand cleansing products, November 2017
 - Figure 28: Usage frequency of hand cleansing products, November 2017
- Age and parental status drive hand sanitizer usage
 - Figure 29: Usage of liquid hand soap and hand sanitizer, by age and parental status, November 2017
- Hispanics are above-average users of hand sanitizers
 - Figure 30: Usage of liquid hand soap and hand sanitizer, by Hispanic origin, November 2017

Product Benefits

- Added benefits are nearly as important as functional benefits
 - Figure 31: Benefits sought in soap, bath and shower products, November 2017

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Deodorizing and intensive moisture are essential

Figure 32: TURF analysis – Product benefits, November 2017

Methodology

Women seek many benefits, while men just want to smell good

Figure 33: Importance of select product benefits, by gender, November 2017

The impact of added benefits declines with age

Figure 34: Importance of select product benefits, by age, November 2017

Black and Hispanic adults associate scent with cleanliness

Figure 35: Importance of deodorizing and long-lasting scent, by race and Hispanic origin, November 2017

Shopping Behaviors

Adults tend to stick to products they know

Ethical claims appeal to niche set of shoppers

Figure 36: Shopping behaviors, November 2017

Women explore product options, men stick with what they know

Figure 37: Shopping behaviors, by gender, November 2017

Young adults explore options and invest time in selection process

Figure 38: Select shopping behaviors, by age, November 2017

Hispanics and young adults have similar shopping behaviors

Figure 39: Select shopping behaviors, by Hispanic origin, November 2017

Awareness of Ingredients

Adults seek familiar ingredients

Figure 40: Ingredient awareness, November 2017

Parents and Black adults seek familiar ingredients

Figure 41: Have heard of and look for select ingredients, by parental status and Black race, November 2017

Product Innovations

Innovations focused on convenience and personalization are key

Figure 42: Interest in product innovations, November 2017

Women and younger adults report interest in innovations

Figure 43: Interest in product innovations, by age and gender, November 2017

Hispanic adults report above-average interest in product innovations

Figure 44: Interest in select product innovations, by Hispanic origin, November 2017

Attitudes toward Soap, Bath, and Shower Products

Adults express mixed attitudes towards products

Figure 45: Attitudes toward soap, bath, and shower products, November 2017

Age reveals differences in attitudes

Figure 46: Attitudes toward soap, bath, and shower products, by gender and by age, November 2017

Parents agree baby products are gentler

Figure 47: Select attitudes toward soap, bath, and shower products, by parental status, November 2017

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Hispanics and parents align

Figure 48: Select attitudes toward soap, bath, and shower products, by Hispanic origin, November 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 49: Total US retail sales and forecast of soap, bath and shower products, at inflation-adjusted prices, 2012-22

Figure 50: Total US retail sales of soap, bath and shower products, by segment, at current prices, 2015 and 2017

Figure 51: Total US retail sales and forecast of bar soap, at current prices, 2012-22

Figure 52: Total US retail sales and forecast of liquid body wash, at current prices, 2012-22

Figure 53: Total US retail sales and forecast of liquid hand soap, at current prices, 2012-22

Figure 54: Total US retail sales and forecast of bath fragrances/bubble bath, at current prices, 2012-22

Figure 55: Total US retail sales and forecast of hand sanitizers, at current prices, 2012-22

Figure 56: Total US retail sales of soap, bath and shower products, by channel, at current prices, 2015 and 2017

Appendix – Key Players

Figure 57: Multi-outlet sales of bar soap, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 58: Multi-outlet sales of liquid hand soap, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 59: Multi-outlet sales of bath fragrance/bubble bath, by leading companies and brands, rolling 52 weeks 2016 and 2017

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