

Soap, Bath and Shower Products - China - December 2018

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“Unisex shower gel still dominates the market and men are at the early stage to use male-specialised shower products.

Further competition lies in fragrance and value-added functions such as sensory experience. Offline channels, especially beauty vertical channels should be invested in.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- Involving men to the market
- How to capture the premiumisation opportunity?
- Offline channels deserve attention

The soap, bath and shower products market maintained stable growth in 2018 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 2.2% over 2018-23. The rising awareness of hygiene, cultivation on male market, upgraded needs for fragrance and self-indulgence, and more standardised regulation are contributing to the market's growth.

Unisex shower gel is the most purchased product, followed by hand liquid and soap. Male shower gel and shower mousse/foam have a much smaller consumer base compared to unisex shower gel, so brands still need to put more effort on the education of these products. Fragrance and relaxation function are emerging demands. In terms of purchase channels, while offline channels, particularly regular supermarkets/hypermarkets, are still dominating the market, online channels have shown more potential especially in reaching young consumers.

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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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