

Soap, Bath and Shower Products - China - December 2020

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“Hand sanitizer has emerged as a winning category after COVID-19 due to growing demand for personal hygiene, while the bath and shower product market grew relatively slower. Consumers have upgraded their demand from functional-driven to skincare and emotional benefits, driving product innovation and premiumisation.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- The impact of COVID-19 on the soap, bath and shower product market
- Competitive landscape and launch activities
- Pain points and opportunities in hand wash
- Features attracting trial and emotional benefits wanted

The SBS (soap, bath, and shower) market has seen various unique stories emerge following COVID-19. The bath and soap segment has been driven by product innovation and consumers' demand for premium benefits, as well as relaxing and therapeutic claims. Hand wash has experienced a boost as personal hygiene reached a peak in both awareness and behaviour influenced by COVID-19.

Skincare-related benefits and functions are becoming more and more important in the SBS market, requiring brands to compete not only in the personal care category, but also with the beauty and skincare category. A holistic view of health encompassing both the emotional and physical sides will be the next level of market development.

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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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The facts

The implications

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The Market – Key Takeaways

Stable growth of overall SBS market after COVID-19

Increased health awareness and product innovation fuel the market

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Consumers' different recognition toward soap, shower foam/mousse and shower gel

Consumers' focus has gradually shifted to SBS products' skincare functions

Soothing tiredness, de-stressing and relaxing are top three factors that influence the purchase of bathing and shower products

Usage frequency of hand wash has not decreased

Product Usage

Shower gel dominates usage, while shower tools are used by more than half of consumers

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