

Soap, Bath and Shower Products - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the soap, bath and shower products market.
- How the market will fare in a post-COVID-19 down economy.
- Consumers' usage of soap, bath and shower products.
- Consumers' attitudes and behaviors toward soap, bath and shower products.



"COVID-19 has put hygiene and wellness at the forefront of consumers' minds, fueling the demand for soap, bath and shower products, particularly hand sanitizer and soap. The hand sanitizer segment will see continued growth and innovation as the product becomes a hygiene essential."

– Olivia Guinaugh, Home & Personal Care Analyst

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