

Soap, Bath & Shower Products - UK - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on the soap, bath and shower category.
- How the category will fare post-COVID-19.
- The value of individual segments and brand performance in 2019 and 2020.
- Launch activity and opportunities for 2021.
- Changes in washing behaviours since COVID-19.
- Product usage and frequency of washing behaviours.
- Concerns about using soap, bath and shower products.
- Interest in innovation for soap, bath and shower products and hand sanitisers.

With hygiene in the spotlight, the soap, bath and shower products category has seen an estimated record growth of 32.8% to £840 million in 2020.

The pandemic has put a focus on hand hygiene, which will remain in the face of the latest nationwide lockdown on 5 January 2021. Usage of hand sanitiser has jumped from 41% of adults in 2018 to 73% in 2020, 65% of adults have washed their hands more often and 82% of hand sanitiser users have used it more regularly in the last six months. This has resulted in intense competition in the soap and sanitiser segments, resulting in new brands and premiumisation.

As the vaccine is rolled out, there is a threat that hygiene behaviours may start to slip later on in 2021. Brands can look to keep consumers engaged by driving long-term habits through NPD in self-timing soaps or apps that set hand-washing reminders. Innovating in products suitable for on the go will also ensure usage remains high, such as packs that fit into wallets/pockets or by expanding into multipurpose sanitisers.

There are opportunities for brands to tap into hand health concerns, with 42% of SBS users concerned about these products drying out their skin. Soap brands can innovate in moisturising and skin-friendly claims such as natural ingredients



“The soap, bath and shower product category has seen record growth in 2020 of an estimated 32.8% to reach £840 million as heightened hygiene concerns drive washing behaviours. The increased rate of hand washing in particular has triggered concerns towards hand health, presenting opportunities for brands in moisturising and microbiome-friendly hand washes and sanitisers.”

Emilia Greenslade,
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Research Analyst

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and microbiome-friendly formulas. For shower/bath brands, sustainability and wellbeing trends are gaining traction and there is still potential to expand on these claims with stress-relieving shower/bath 'insperiences' and environmentally friendly product formulas.

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