

Soap, Bath and Shower Products - US - 2022

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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 usage trends impact the soap, bath and shower products market
- How category players are innovating offerings to stand out from the competition
- What consumers want from category players and why

Skin health has been top-of-mind for many consumers in recent years, with 66% of SBS users claiming to be paying more attention to their body's skin health (eg using more specialized products, added extra steps to body cleansing routine) compared to a year ago.

While price hikes due to inflation could lead to some shoppers to trade down to less-expensive brands, category players that are open and transparent with consumers about price increases could earn long-term loyalty.

As global concerns over clean water supplies and shortages intensify, cutting back on water will become a greater focus for more people. Given the significant amount of water a typical bath routine requires, expect some consumers to forgo bathing rituals to help reduce their water footprint, creating challenges for bath product brands.

Consumers' intention to use hand sanitizers regularly post-COVID-19 creates ongoing opportunities to innovate in a space that has often been overlooked.



"After experiencing skyrocketing growth in 2020 due to stockpiling behaviors, SBS sales are expected to decline in 2021, which is a reflection of the market rebalancing itself. However, market sales are not expected to return to pre-pandemic levels, thanks to a renewed focus on hygiene and wellness."

– **Olivia Guinaugh, Senior Beauty & Personal Care Analyst**

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