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This report looks at the following areas:

- The impact of COVID-19 and inflation 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

With over 90% of adults saying that taking care of their body's skin is just as important as the face, bodycare, and thus soap, bath and shower products, are an integral part of BPC and wellness routines.

With signs pointing toward reduced spending, brands must emphasize their value proposition as it relates to cost and quality, as the SBS segment traditionally sees shifting purchase behavior in times of financial uncertainty.

As global concerns over water and waste surge, sustainability initiatives within the category are turning into higher priorities for consumers. In tandem, consumer concerns of consumption of both products and water may create obstacles for substantial growth in the long term.

Traditionally seen within leave-on products, SBS consumers are also looking for products to speak to their specific skin concerns, a continuation of the "skinification" within the category. While fewer than one in five adult SBS users look to their cleansing routine to treat specific skin conditions, over a third of adults aged 18-24 do, showing opportunity among younger adults and the direction the category is likely headed.



"Soap, bath and shower products have become a prominent part of consumers' self-care routines as skin health remains top of mind. While the market continues to rebalance, SBS products that offer benefits beyond hygiene will continue to gain traction in the market."

Carson Kitzmiller, Senior
 Analyst, Beauty & Personal
 Care

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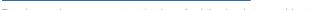
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