

Soap, Bath and Shower Products - US - 2023

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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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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales and fan chart forecast of soap, bath and shower products, at current prices, 2017-27
Figure 2: Soap, bath and shower category outlook, 2022-27
- **Opportunities and challenges**
Figure 3: Soap, bath and shower product usage, 2020-22
- **Sustainability attitudes are present, but may be an obstacle due to cost, time investment, knowledge gap**
- **Despite household income, price increases may impact purchase behavior**
Figure 4: Select shopping behaviors, by household income, 2022
- **Promote occasion-based usage through personalized needs**
Figure 5: Select benefits sought from body cleansing routine, by age, 2022
- **Key consumer insights**

MARKET SIZE AND FORECAST

- **The SBS market continues to rebalance to normalcy**
Figure 6: Total US sales and fan chart forecast of soap, bath and shower products, at current prices, 2017-27
Figure 7: Total US retail sales and forecast of soap, bath and shower products, at current prices, 2017-27

SEGMENT PERFORMANCE

- **Liquid body wash and bar soap drive positivity in category**
Figure 8: Total US retail sales and forecast of liquid body wash, at current prices, 2017-27
Figure 9: Total US retail sales and forecast of bar soap, at current prices, 2017-27
- **Market rebalance on hand hygiene**
Figure 10: Total US retail sales and forecast of liquid hand soap, at current prices, 2017-27

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Figure 11: Total US retail sales and forecast of hand sanitizers (excluding wipes), at current prices, 2017-27

- **The bath segment is expected to cool after a hot few years**

Figure 12: Total US retail sales and forecast of bath fragrances/bubble bath, at current prices, 2017-27

Figure 13: Total US retail sales and forecast of soap, bath and shower products, by segment, at current prices, 2017-27

MARKET FACTORS

- **Tough economy could see further market consolidation and influence slower innovation cycles**
- **Sustainability: Water and Packaging key topics of concern**

MARKET SHARE/KEY PLAYERS

- **Unilever keeps top spot thanks to Dove's personalized approach**

Figure 14: Dove Body Love Body Cleansers with recognizable active ingredients

- **In a down segment, Dr Teals wins among bath consumers**
- **Sales of soap, bath and shower products by company**

Figure 15: Multi-outlet sales of soap, bath and shower products, by leading companies, rolling 52 weeks 2021 and 2022

- **Company/brand sales by segment**

Figure 16: Multi-outlet sales of bar soap, by leading companies and brands, rolling 52 weeks 2021 and 2022

Figure 17: Multi-outlet sales of liquid body wash, by leading companies and brands, rolling 52 weeks 2021 and 2022

Figure 18: Multi-outlet sales of liquid hand soap, by leading companies and brands, rolling 52 weeks 2021 and 2022

Figure 19: Multi-outlet sales of bath fragrances/bubble bath, by leading companies and brands, rolling 52 weeks 2021 and 2022

Figure 20: Multi-outlet sales of hand sanitizers (excluding wipes), by leading companies and brands, rolling 52 weeks 2021 and 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **"Skinification" continues in cleansing with exfoliating ingredients**

Figure 21: Sundae Body Australia whipped shower foam with natural AHAs

Figure 22: Medik8 Smooth Body Exfoliating Kit™

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- Romanticized hygiene: investments in spaces and gadgets elevate routines**
 Figure 23: #romanticizeyourlife bathroom routine TikTok
- Skin benefits and sustainability to push hand hygiene forward**
 Figure 24: Eco-positioned hand soap launches
- Fragrance and shelf appeal still important to keep customers**
 Figure 25: Method’s aluminum hand wash bottles
 Figure 26: Bath and Body works’ ‘Neutral Territory’ products
 Figure 27: Touchland Power Mist hand sanitizer with carrying case and lanyard
 Figure 28: Multi-outlet sales of hand sanitizers (excluding wipes), Touchland LLC, Rolling 52 weeks 2021 and 2022
- Join the intimate care conversation to appeal to female-specific needs**
- ...through multipurpose offerings and recognizable ingredients**
 Figure 29: SweetSpot Labs Microbiome Balancing wash
- ...with period care washes**
 Figure 30: Saalt cup wash
- ...by providing relief for symptoms**
 Figure 31: Dr Teal’s Menstrual Relief Pure Epsom Salt Soaking Solution
- ...by supporting different lifestages**
 Figure 32: Woo Woo’s Manifesto collection

THE SOAP, BATH AND SHOWER CONSUMER – FAST FACTS
LIQUID SHOWER PRODUCTS, BAR SOAP AND BODY SCRUB USAGE AND FREQUENCY

- Prove skin benefits to win market share**
 Figure 33: Body cleansing usage, 2020–22
 Figure 34: Usage frequency of liquid body wash or scrubs, by age, 2022
- Encourage bar soap usage through upgraded gentle formulations**
 Figure 35: Select product usage, by age, 2022
- Educate men on the benefits of scrub formats**
 Figure 36: Body scrub usage, by gender and age, 2022

HAND CLEANSING PRODUCT USAGE AND FREQUENCY

- Boost hand hygiene among men**
 Figure 37: Hand cleansing product usage, by gender, 2022
- Despite a drop in sales, sanitizer usage remains consistent**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 38: Hand sanitizer product usage, 2020-22
 Figure 39: Frequency of usage of hand soap or hand sanitizing products, by age, 2022

BATH PRODUCT USAGE AND FREQUENCY

- **Connecting bathing rituals to self-care is crucial**
 Figure 40: Bath product usage, 2020-22
 Figure 41: Usage frequency of bath products, by age, 2022
- **Multifunctional bath products can bring eco-friendliness to routines**
 Figure 42: Select product usage, by age, 2022
- **Speak to skin conditions and physical wellness to win over bath consumers**
 Figure 43: Select benefits sought from body cleansing routine, by bath product usage, 2022

BODY CLEANSING BENEFITS

- **Don't discount the importance of fragrance**
 Figure 44: Benefits sought from body cleansing routine, 2022
- **Body acne support may appeal to young adults**
 Figure 45: Select benefits sought from body cleansing routine, by age, 2022
 Figure 46: Select global BPC launches with anti-acne claims, 2018-2022
 Figure 47: Acne-positioned body cleansing products
- **Appearance benefits crucial to multicultural spend**
 Figure 48: Select benefits sought from body cleansing routine, by race and Hispanic origin, 2022

ATTITUDES AND BEHAVIORS TOWARD SOAP, BATH AND SHOWER PRODUCTS

- **The body's skin health is top of mind for consumers**
 Figure 49: Select attitudes toward soap, bath and shower products, 2022
 Figure 50: Select attitudes toward soap, bath and shower products, by age, 2021-22
- **Promote health-based occasions to further usage**
 Figure 51: This Works "Morning Expert" and "Deep Sleep" shower gels
 Figure 52: Select attitudes toward soap, bath and shower products, 2022
- **Trending: Cold or cooling attributes may entice male consumers**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 53: Select attitudes toward soap, bath and shower products, by gender, 2022

- Aesthetic-focused attributes may prove different value**

Figure 54: Select attitudes toward soap, bath and shower products, 2022

ATTITUDES TOWARD SUSTAINABILITY IN SOAP, BATH AND SHOWER PRODUCTS

- Sustainable efforts still in the minority**

Figure 55: Sustainable attitudes and behaviors, 2022

Figure 56: Evolve Together dissolvable hand soap

- Help consumers understand the importance of sustainable formulations**

Figure 57: Attitudes toward eco-friendly ingredients, by age, 2022

- Make water conservation and tracking easy**

Figure 58: Select water conservation behaviors, by region, 2022

SHOPPING BEHAVIORS

- Despite household income, price increases may be impacting purchase behavior**

Figure 59: Select shopping behaviors, by household income, 2022

- Gentle claims desired in cleansing category, too**

Figure 60: Purchase behaviors toward gentle formulations, by age, 2022

Figure 61: Gallinée Cleansing Bar

- Use recognizable ingredients to message "leave-on" inspired benefits**

Figure 62: Preference to invest in leave-on products, by race and Hispanic origin, 2022

Figure 63: Olay's hand wash collection

TRIAL AND INTEREST IN NONTRADITIONAL PRODUCTS AND INNOVATIONS

- Facial skincare inspiration now the standard in SBS**

Figure 64: Select trial and interest in nontraditional products and innovations, 2022

Figure 65: Foreo's LUNA™ 4 body T-Sonic™ massaging body brush, 2022

- Elevate the experience with fragrance and new formats**

Figure 66: Select trial and interest in nontraditional products and innovations, 2022

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Powerpoint Presentation

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- Figure 67: Esker Beauty Aromatic shower steamer set
- **Dupes with fragrance can appeal in a cost-conscious time**
Figure 68: Le Labo body wash dupe
- **Seek new opportunities with SBS accessories and tech**
Figure 69: Trial and interest in smart shower heads, by age, 2022
Figure 70: hai smart showerhead, app and aromatherapy infusions with Fuse attachment, January 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

APPENDIX – THE MARKET

- Figure 71: Total US retail sales and forecast of soap, bath and shower products, at inflation-adjusted prices, 2017-27
- Figure 72: Total US retail sales and forecast of soap, bath and shower products, by segment, at current prices, 2017-27
- Figure 73: Average annual household spending on soap, bath and shower products, 2017-22
- Figure 74: Total US retail sales of soap, bath and shower products, by segment, at current prices, 2020 and 2022
- Figure 75: Total US retail sales and forecast of bar soap, at inflation-adjusted prices, 2017-27
- Figure 76: Total US retail sales and forecast of liquid body wash, at inflation-adjusted prices, 2017-27
- Figure 77: Total US retail sales and forecast of liquid hand soap, at inflation-adjusted prices, 2017-27
- Figure 78: Total US retail sales and forecast of bath fragrances/bubble bath, at inflation-adjusted prices, 2017-27
- Figure 79: Total US retail sales and forecast of hand sanitizers (excluding wipes), at inflation-adjusted prices, 2017-27
- Figure 80: Total US retail sales of soap, bath and shower products, by channel, at current prices, 2017-22
- Figure 81: Total US retail sales of soap, bath and shower products, by channel, at current prices, 2020 and 2022

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Soap, Bath and Shower Products - US - 2023

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Figure 82: US supermarket sales of soap, bath and shower products, at current prices, 2017-22

Figure 83: US drugstore sales of soap, bath and shower products, at current prices, 2017-22

Figure 84: US sales of soap, bath and shower products through other retail channels, at current prices, 2017-22

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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