

Bath and Shower - China - September 2012

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"The soap, bath and shower (SBS) market in China has enjoyed steady growth over the past six years and this trend of around 10% CAGR is expected to continue for the next five years. In the past 20-30 years, there have been drastic improvements in public showering and bathing facilities in China and the gradual installation of bath and shower facilities in home; this trend has also benefited from the opening up of China's property market to private buying and selling in the late 1990s. Even the public showering and bathing facilities in China have upgraded to bath spa facilities (commonly in urban areas). Thus shower and bath products are now treated as a daily essential/necessity to many consumers. Consumer needs in SBS products are diverse, owing to variations in climate, age, gender, geography and skin conditions, which is creating opportunities for market players to create premium products based on these more targeted skin needs."

– Eileen Ngieng – Senior Research Analyst

In this report we answer the key questions:

- What are the kind of skin conditions associated with Chinese consumers and how can a skin needs positioning help to increase soap, bath and shower usage and awareness?
- What is the Chinese government's involvement in the regulation of soap, bath and shower products and how are manufacturers meeting increasing demand for naturalness?
- What kind of premiumisation strategies can be used to stimulate growth in the developing China soap, bath and shower market?
- What kind of lifestyle ideals do brands need to associate with in order further develop the market?

Soap, bath and shower (SBS) products cover solid and liquid soap, bath and shower products for men, women, unisex and children. This includes baby, family, deodorant, intimate, medicated soaps, bacterial/sanitiser, syndet (synthetic detergents/surfactants) soap bars and balls, syndet soap liquids and gels. In addition, this includes foams, oils, gels, milks, pearls, salts, melts, tablets and powders that are added to bath water, and also includes gels, creams, body wash, scrubs, shampoos and mousses. The scope of this report excludes facial cleansers, scrubs and talcum powder.

- Shower: (gels/creams, body washes, mousse)
- Soap bars: bar/ball, baby, family, deodorant, intimate, medicated, bacterial/sanitiser, syndet
- Bath: foam, liquids – oils, gels, milks, pearls, solids – salts, melts, fizzy tablets, powder
- Liquid/gel: baby, family, deodorant, intimate, medicated, bacterial/sanitiser but excluding body soap

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