

Soap, Bath and Shower Products - UK - March 2013

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“Changing habits have shown an increase in the frequency of showering, translating to a growth in the shower market. Driven by time constraints and increased water bills but also an ageing population with mobility issues. Extending the shower category to offer greater benefits to the consumer, could grow the market further.”

– Roshida Khanom, OTC and Personal Care Analyst

In this report we answer the key questions:

- How have changing bathing/showering habits impacted the market?
- What are the claims opportunities for market?
- How is own-label performing in this category?
- How important are ingredients in this category?

The UK's soap, bath and shower market has seen slow and steady growth, with 2.5% value gains in 2012 largely driven by sales of shower products. With changes in washing habits showing that people are showering more, and bathing less frequently, the shower market is benefitting whereas bath additives continue to struggle. Shower products make up almost half of the market, and secured growth of 4% in 2012. Additionally with the UK's ageing population set to grow, the demographic least likely to bathe, the bath additive market is predicted to continue its decline.

Competitive pricing and promotional campaigns have benefitted big brands which have remained strong at a time when own-labels are providing stiff competition in other categories. Due to the essential nature of this category, consumers continue to invest in soap, bath and shower products however they are more likely to stock up on their favourite brands when they are on special offer. In a market swamped with new launches year on year, innovation in technology and packaging could be essential in differentiating products and convincing consumers to spend more.

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