

Soap, Bath and Shower Products - UK - February 2014

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“Lifestyle factors present long-term considerations for the soap, bath and shower market with bathing habits changing. A daily shower is becoming increasingly popular as consumers move away from time- and money consuming bathing, despite its relaxing appeal.”

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- How are changing bathing habits impacting SBS products?
- What can be done to increase brand loyalty in the SBS market?
- Which product attributes are of most importance to consumers?
- How are retail channels evolving in the SBS market?

In 2013, retail value sales in the soap, bath and shower market declined as consumers have come to rely on price promotions to stock up on soap and shower products at low prices. The bath product market has been further impacted by a trend towards showering replacing bathing due to time constraints and concerns over the rising cost of water and energy bills.

New product development has continued at an elevated pace in 2013; however the amount of choice can prove overwhelming, leaving consumers choosing whichever brand is on promotion rather than which best meets their needs. Channels to market are also evolving, with consumers more drawn to discount outlets and taking advantage of online grocery shopping to stock up on products.

Consumer research in this report explores what influences consumer product choices in the soap, bath and shower market; their attitudes towards products in the market; their interest in product innovation; and the shopping experience.

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