

Soap, Bath and Shower Products - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Retail sales declines are evident for the second year in a row in the soap, bath and shower (SBS) market (-1.2% to £638 million in 2014) as the trend of saving money on day-to-day hygiene essentials continues; consumers are maintaining their reliance on price promotions, as well as trading down to cheaper products such as bar soaps."
- Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Bathing falls from fashion
- Bar soaps return to favour
- Prominence of skincare claims increases

Bathing is increasingly viewed as a more costly and time-consuming alternative to showering, with one in five adults now taking fewer baths. This has directly impacted retail value sales in the segment, with bath products falling 5.6% from 2013-14. Changing consumer perception of bathing is essential to return the market to growth, with opportunities in skincare and beauty claims.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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