

Soap, Bath and Shower Products - Canada - March 2020

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This report looks at the following areas:

This Report looks at consumer usage of soap, shower and bath products, changes in their routines, purchase influencers, openness to trying new innovations and shopping attitudes related to soap, shower and bath products.

- The long-established category is stable, with highest engagement from women and younger consumers
- Products that enhance the bath or shower atmosphere are growing
- Relaxation is the primary motivator for bath product usage
- Canadians have a strong preference for showering, which limits bath product growth potential
- Consumers want natural and safe products for themselves and the environment
- Canadians are creatures of habit when it comes to bath and shower routines



"The soap, shower and bath market appears stable and set for slow, modest growth going forward. The functional and hygienic purpose of the category makes usage in Canada near-universal."
 – Meghan Ross, Senior Analyst

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