

Global Bath Bomb Market Size Study & Forecast, by Type (Organic and Synthetic), Scent (Floral, Fruity, Herbal, Woodsy, Citrus) and Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online) and Regional Forecasts 2025-2035

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Abstracts

The Global Bath Bomb Market, valued at nearly USD 1.97 billion in 2024, is projected to expand steadily at a CAGR of 6.50% throughout 2025-2035. Bath bombs—renowned for infusing bathing rituals with aromatic indulgence, skincare benefits, and sensorial escapism—have rapidly transitioned from niche self-care items to mainstream wellness essentials. Their rising popularity is shaped by an evolving consumer mindset that increasingly prioritizes emotional well-being, relaxation, and premium self-pampering experiences. As wellness culture continues to ripple through global consumer behavior, the demand for richly formulated, skin-friendly bath bombs has accelerated, enticing brands to innovate with natural ingredients, essential oils, and therapeutic scents. The market's expansion is also encouraged by premiumization trends, creative product packaging, and vibrant social media narratives that elevate bath bombs into desirable lifestyle accessories rather than functional commodities.

Growing awareness surrounding skincare benefits, coupled with consumers' shifting inclination toward cleaner and more sustainable products, continues to reshape the competitive landscape. The surge in online retailing, influencer-driven marketing, and customized product offerings has also boosted visibility and accessibility worldwide. Digital platforms have played a crucial role in amplifying user-generated content showcasing bath bomb experiences, consequently catalyzing interest among new demographics. Moreover, the rising preference for cruelty-free and eco-conscious formulations has encouraged manufacturers to reformulate and diversify their portfolios. However, fluctuating prices of natural ingredients, along with growing competition from

alternative self-care products, may temper the market's growth trajectory over the forecast period of 2025-2035.

The detailed segments and sub-segments included in the report are:

By Type:

Organic

Synthetic

By Scent:

Floral

Fruity

Herbal

Woody

Citrus

By Distribution Channel:

Supermarkets & Hypermarkets

Specialty Stores

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Organic Bath Bombs Expected to Dominate the Market

Organic bath bombs remain the leading segment, holding the largest share of the global market. This dominance stems from consumers' heightened awareness of ingredient transparency and their willingness to gravitate toward products enriched with botanicals, essential oils, and naturally derived colorants. The organic segment's consistent rise is also fueled by the broader clean-beauty movement, which continues to influence purchasing decisions across both developed and emerging markets. Meanwhile, synthetic bath bombs are predicted to grow at a faster pace in the coming years, owing to their cost efficiency, longer shelf life, and vibrant aesthetic possibilities that appeal strongly to younger consumers seeking playful, novel bath experiences.

Floral Scents Leading the Revenue Contribution

When examined by scent profiles, floral fragrances currently account for the largest revenue share. Their widespread appeal and familiarity make them the preferred choice for consumers seeking soothing, luxurious, and aromatherapeutic bathing experiences. Herbal and citrus scents also command a strong presence due to their association with holistic wellness and energizing properties. In terms of market coverage, supermarkets and hypermarkets dominate distribution, primarily because they offer wide product visibility and easy access for mainstream consumers. However, the online channel is emerging as the fastest-growing sector, driven by convenience, broad product variety, subscription-based offerings, and influencer-led promotions that inspire impulse purchasing.

North America represents the largest regional market for bath bombs in 2025,

supported by established wellness trends, high disposable incomes, and a strong penetration of premium skincare retailers. Consumers in the region are quick to adopt innovative self-care products, reinforcing demand for both artisanal and branded bath bombs. Meanwhile, Asia Pacific is expected to witness the fastest expansion during the forecast period, fueled by rising urbanization, growing awareness of Western beauty rituals, and a rapidly expanding young consumer base in countries like China, India, and South Korea. Europe's growth remains steady, underpinned by the region's long-standing affinity for aromatherapy and natural skincare. Across Latin America and the Middle East & Africa, increasing retail penetration and digital commerce adoption are gradually opening new avenues for market players.

Major market players included in this report are:

Lush Retail Ltd.

Da Bomb Bath Fizzers

Bath & Body Works

Pearl Bath Bombs

Village Naturals

The Handmade Soap Company

Hugo Naturals

STENDERS

The Body Shop

Musee Bath

Basin

Sunfeather

LifeAround2Angels

Hahonico

Miss Patisserie

Global Bath Bomb Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast Period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth Factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of this study is to determine market sizes across various segments and countries in recent years and to forecast expected values through 2035. The report integrates qualitative insights with quantitative assessments to provide a comprehensive understanding of the forces shaping market behavior. It examines essential growth catalysts, existing challenges, and untapped opportunities for stakeholders. Additionally, the study offers an in-depth exploration of the competitive environment, presenting strategic evaluations and product innovations of industry leaders.

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level insights.

Competitive landscape with information on major industry participants.

Evaluation of leading business strategies and forward-looking market recommendations.

Assessment of competitive structure within the market.

Demand and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL BATH BOMB MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. key Findings

CHAPTER 3. GLOBAL BATH BOMB MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Bath Bomb Market (2024-2035)
- 3.2. Drivers
 - 3.2.1. evolving consumer mindset that increasingly prioritizes emotional well-being
 - 3.2.2. Increasing creative product packaging, and vibrant social media narratives
- 3.3. Restraints
 - 3.3.1. fluctuating prices of natural ingredients
- 3.4. Opportunities
 - 3.4.1. Growing awareness surrounding skincare benefits

CHAPTER 4. GLOBAL BATH BOMB INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model

- 4.1.1. Bargaining Power of Buyer
- 4.1.2. Bargaining Power of Supplier
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024-2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024-2025)
- 4.7. Global Pricing Analysis And Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL BATH BOMB MARKET SIZE & FORECASTS BY TYPE 2025-2035

- 5.1. Market Overview
- 5.2. Global Bath Bomb Market Performance - Potential Analysis (2025)
- 5.3. Organic
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.3.2. Market size analysis, by region, 2025-2035
- 5.4. Synthetic
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.4.2. Market size analysis, by region, 2025-2035

CHAPTER 6. GLOBAL BATH BOMB MARKET SIZE & FORECASTS BY SCENT 2025-2035

- 6.1. Market Overview
- 6.2. Global Bath Bomb Market Performance - Potential Analysis (2025)
- 6.3. Floral
 - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 6.3.2. Market size analysis, by region, 2025-2035

6.4. Fruity

6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.4.2. Market size analysis, by region, 2025-2035

6.5. Herbal

6.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.5.2. Market size analysis, by region, 2025-2035

6.6. Woodsy

6.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.6.2. Market size analysis, by region, 2025-2035

6.7. Citrus

6.7.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.7.2. Market size analysis, by region, 2025-2035

CHAPTER 7. GLOBAL BATH BOMB MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2025–2035

7.1. Market Overview

7.2. Global Bath Bomb Market Performance - Potential Analysis (2025)

7.3. Supermarkets & Hypermarkets

7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.3.2. Market size analysis, by region, 2025-2035

7.4. Specialty Stores

7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.4.2. Market size analysis, by region, 2025-2035

7.5. Online

7.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.5.2. Market size analysis, by region, 2025-2035

CHAPTER 8. GLOBAL BATH BOMB MARKET SIZE & FORECASTS BY REGION 2025–2035

8.1. Growth Bath Bomb Market, Regional Market Snapshot

8.2. Top Leading & Emerging Countries

8.3. North America Bath Bomb Market

8.3.1. U.S. Bath Bomb Market

8.3.1.1. Type breakdown size & forecasts, 2025-2035

8.3.1.2. Scent breakdown size & forecasts, 2025-2035

8.3.1.3. Distribution channel breakdown size & forecasts, 2025-2035

8.3.2. Canada Bath Bomb Market

- 8.3.2.1. Type breakdown size & forecasts, 2025-2035
- 8.3.2.2. Scent breakdown size & forecasts, 2025-2035
- 8.3.2.3. Distribution channel breakdown size & forecasts, 2025-2035
- 8.4. Europe Bath Bomb Market
 - 8.4.1. UK Bath Bomb Market
 - 8.4.1.1. Type breakdown size & forecasts, 2025-2035
 - 8.4.1.2. Scent breakdown size & forecasts, 2025-2035
 - 8.4.1.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.4.2. Germany Bath Bomb Market
 - 8.4.2.1. Type breakdown size & forecasts, 2025-2035
 - 8.4.2.2. Scent breakdown size & forecasts, 2025-2035
 - 8.4.2.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.4.3. France Bath Bomb Market
 - 8.4.3.1. Type breakdown size & forecasts, 2025-2035
 - 8.4.3.2. Scent breakdown size & forecasts, 2025-2035
 - 8.4.3.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.4.4. Spain Bath Bomb Market
 - 8.4.4.1. Type breakdown size & forecasts, 2025-2035
 - 8.4.4.2. Scent breakdown size & forecasts, 2025-2035
 - 8.4.4.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.4.5. Italy Bath Bomb Market
 - 8.4.5.1. Type breakdown size & forecasts, 2025-2035
 - 8.4.5.2. Scent breakdown size & forecasts, 2025-2035
 - 8.4.5.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.4.6. Rest of Europe Bath Bomb Market
 - 8.4.6.1. Type breakdown size & forecasts, 2025-2035
 - 8.4.6.2. Scent breakdown size & forecasts, 2025-2035
 - 8.4.6.3. Distribution channel breakdown size & forecasts, 2025-2035
- 8.5. Asia Pacific Bath Bomb Market
 - 8.5.1. China Bath Bomb Market
 - 8.5.1.1. Type breakdown size & forecasts, 2025-2035
 - 8.5.1.2. Scent breakdown size & forecasts, 2025-2035
 - 8.5.1.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.5.2. India Bath Bomb Market
 - 8.5.2.1. Type breakdown size & forecasts, 2025-2035
 - 8.5.2.2. Scent breakdown size & forecasts, 2025-2035
 - 8.5.2.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.5.3. Japan Bath Bomb Market
 - 8.5.3.1. Type breakdown size & forecasts, 2025-2035

- 8.5.3.2. Scent breakdown size & forecasts, 2025-2035
- 8.5.3.3. Distribution channel breakdown size & forecasts, 2025-2035
- 8.5.4. Australia Bath Bomb Market
 - 8.5.4.1. Type breakdown size & forecasts, 2025-2035
 - 8.5.4.2. Scent breakdown size & forecasts, 2025-2035
 - 8.5.4.3. Distribution channel breakdown size & forecasts, 2025-2035
- 8.5.5. South Korea Bath Bomb Market
 - 8.5.5.1. Type breakdown size & forecasts, 2025-2035
 - 8.5.5.2. Scent breakdown size & forecasts, 2025-2035
 - 8.5.5.3. Distribution channel breakdown size & forecasts, 2025-2035
- 8.5.6. Rest of APAC Bath Bomb Market
 - 8.5.6.1. Type breakdown size & forecasts, 2025-2035
 - 8.5.6.2. Scent breakdown size & forecasts, 2025-2035
 - 8.5.6.3. Distribution channel breakdown size & forecasts, 2025-2035
- 8.6. Latin America Bath Bomb Market
 - 8.6.1. Brazil Bath Bomb Market
 - 8.6.1.1. Type breakdown size & forecasts, 2025-2035
 - 8.6.1.2. Scent breakdown size & forecasts, 2025-2035
 - 8.6.1.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.6.2. Mexico Bath Bomb Market
 - 8.6.2.1. Type breakdown size & forecasts, 2025-2035
 - 8.6.2.2. Scent breakdown size & forecasts, 2025-2035
 - 8.6.2.3. Distribution channel breakdown size & forecasts, 2025-2035
- 8.7. Middle East and Africa Bath Bomb Market
 - 8.7.1. UAE Bath Bomb Market
 - 8.7.1.1. Type breakdown size & forecasts, 2025-2035
 - 8.7.1.2. Scent breakdown size & forecasts, 2025-2035
 - 8.7.1.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.7.2. Saudi Arabia (KSA) Bath Bomb Market
 - 8.7.2.1. Type breakdown size & forecasts, 2025-2035
 - 8.7.2.2. Scent breakdown size & forecasts, 2025-2035
 - 8.7.2.3. Distribution channel breakdown size & forecasts, 2025-2035
 - 8.7.3. South Africa Bath Bomb Market
 - 8.7.3.1. Type breakdown size & forecasts, 2025-2035
 - 8.7.3.2. Scent breakdown size & forecasts, 2025-2035
 - 8.7.3.3. Distribution channel breakdown size & forecasts, 2025-2035

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. Lush Retail Ltd.
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Financial Performance (Subject to Data Availability)
 - 9.2.5. Product/Services Port
 - 9.2.6. Recent Development
 - 9.2.7. Market Strategies
 - 9.2.8. SWOT Analysis
- 9.3. Da Bomb Bath Fizzers
- 9.4. Bath & Body Works
- 9.5. Pearl Bath Bombs
- 9.6. Village Naturals
- 9.7. The Handmade Soap Company
- 9.8. Hugo Naturals
- 9.9. STENDERS
- 9.10. The Body Shop
- 9.11. Musee Bath
- 9.12. Basin
- 9.13. Sunfeather
- 9.14. LifeAround2Angels
- 9.15. Hahonico
- 9.16. Miss Patisserie

List Of Tables

LIST OF TABLES

- Table 1. Global Coal to Liquid Market, Report Scope
- Table 2. Global Coal to Liquid Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Coal to Liquid Market Estimates & Forecasts By Segment 2024–2035
- Table 4. Global Coal to Liquid Market Estimates & Forecasts By Segment 2024–2035
- Table 5. Global Coal to Liquid Market Estimates & Forecasts By Segment 2024–2035
- Table 6. Global Coal to Liquid Market Estimates & Forecasts By Segment 2024–2035
- Table 7. Global Coal to Liquid Market Estimates & Forecasts By Segment 2024–2035
- Table 8. U.S. Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 9. Canada Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 10. UK Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 11. Germany Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 12. France Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 13. Spain Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 14. Italy Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 15. Rest Of Europe Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 16. China Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 17. India Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 18. Japan Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 19. Australia Coal to Liquid Market Estimates & Forecasts, 2024–2035
- Table 20. South Korea Coal to Liquid Market Estimates & Forecasts, 2024–2035
-

List Of Figures

LIST OF FIGURES

- Fig 1. Global Coal to Liquid Market, Research Methodology
 - Fig 2. Global Coal to Liquid Market, Market Estimation Techniques
 - Fig 3. Global Market Size Estimates & Forecast Methods
 - Fig 4. Global Coal to Liquid Market, Key Trends 2025
 - Fig 5. Global Coal to Liquid Market, Growth Prospects 2024–2035
 - Fig 6. Global Coal to Liquid Market, Porter’s Five Forces Model
 - Fig 7. Global Coal to Liquid Market, Pestel Analysis
 - Fig 8. Global Coal to Liquid Market, Value Chain Analysis
 - Fig 9. Coal to Liquid Market By Application, 2025 & 2035
 - Fig 10. Coal to Liquid Market By Segment, 2025 & 2035
 - Fig 11. Coal to Liquid Market By Segment, 2025 & 2035
 - Fig 12. Coal to Liquid Market By Segment, 2025 & 2035
 - Fig 13. Coal to Liquid Market By Segment, 2025 & 2035
 - Fig 14. North America Coal to Liquid Market, 2025 & 2035
 - Fig 15. Europe Coal to Liquid Market, 2025 & 2035
 - Fig 16. Asia Pacific Coal to Liquid Market, 2025 & 2035
 - Fig 17. Latin America Coal to Liquid Market, 2025 & 2035
 - Fig 18. Middle East & Africa Coal to Liquid Market, 2025 & 2035
 - Fig 19. Global Coal to Liquid Market, Company Market Share Analysis (2025)
-

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