

Global Liquid Soap Market Size study & Forecast, by Product Type (Bath & Body Soaps, Dish Wash Soaps, Laundry Soaps, Others (Surface Cleaners, Car Wash Soaps, and so on)) by Application (Household, Commercial) by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Channel, Others (Pharmacies, Department Stores, and so on)), and Regional Analysis, 2022-2029

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Abstracts

Global Liquid Soap Market is valued at approximately USD XX Billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Liquid soap has been a powerful competitor to traditional bathing and washing bars. Product demand is being fueled by easy-to-squeeze containers, widely available refilling packs, and the availability of a range of fragrances. The ease and convenience of liquid form over solid bars, together with its success in reducing viral and bacterial disease spread across all regions of the world, has resulted in widespread interest in this product from the public. The Liquid Soap Market is expanding because of factors such as raising hygiene and health consciousness to promote growth as well as natural and organic products are expected to boost the market growth.

According to Statista, 301.87 million Americans used liquid hand soap in 2020. This figure is expected to rise to 309.61 million by 2024. For instance, in 2017, Unilever's Seventh Generation brand made all its dish soap container tops from 100% post-consumer recycled plastic (PCR). Such efforts by players help the market to grow during the forecast period. According to the 'Activity & Sustainability Report 2017-18' released by the International Association for Soaps, Detergents, and Maintenance

Products, the sort of illnesses received in hospitals while working are 25% avoidable if appropriate hygienic conditions are followed. According to a report entitled 'Unhygienic Practices of Health Professionals in Brazilian Public Hospital Restaurants: An Alert to Promote New Policies and Hygiene Practices in the Hospitals,' released in April 2019 by the International Journal of Environmental Research and Public Health, approximately 77.8% of public hospital restaurants in Brazil provide antiseptic liquid soap to their customers at the sink. Such activities by the public and companies are projected to aid in market expansion during the forecast period. Moreover, the manufacturer's innovative approach and multiple government initiatives will create lucrative opportunities for the market. However, the toxic ingredients may harm the market and restrain the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Liquid Soap Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific dominated the market in terms of revenue, owing to the viral diseases that impact countries such as India and China. People are washing their hands more frequently now that they are aware of the source of these diseases. The government is also taking steps to raise awareness and boost people's hygiene practices and hand-washing habits. North America is expected to grow with the highest CAGR during the forecast period. The region is known for its affluent and high-quality style of living. Many wealthy families are constantly on the lookout for high-quality goods at the lowest possible price. The countries' hotels and restaurants are the largest consumers of liquid soap, followed by the residential and corporate sectors. Households use certain brands and types of liquid soaps, such as hand and body washes.

Major market player included in this report are:

Procter & Gamble Co. (U.S.)
Henkel AG & Co. KGaA (Germany)
Colgate-Palmolive Co. (U.S.)
Unilever (U.K.)
Reckitt Benckiser Group plc (U.K.)
Kimberly-Clark Worldwide, Inc. (U.S.)
The 3M Company (U.S.)
Kao Corporation (Japan)
Johnson & Johnson Services, Inc. (U.S.)
Lion Corporation (Japan)

Recent Developments in the Market:

In May 2018: Lux, a Unilever brand, relaunched its soap product line in Brazil,

introduced liquid soaps created with natural components and available in new packaging. This will bolster the company's footprint in South America.

In January 2020: Dawn, a Procter & Gamble Co. brand, released its new dish soap in the form of a spray. The sprayer will allow for convenient soap distribution on utensils, reducing cleaning time and preventing soap waste.

Global Liquid Soap Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Product Type, Application, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Bath & Body Soaps

Dish Wash Soaps

Laundry Soaps

Others (Surface Cleaners, Car Wash Soaps, and so on)

By Application:

Household

Commercial

By Distribution Channel:

Supermarkets/Hypermarkets
Convenience Stores
Online Channel
Others (Pharmacies, Department Stores, and so on)

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

Rest of the World

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