

# Global Shampoo Bar Market Size Study, by Hair Type (Normal, Dry, Oily, Others), by Distribution Channel (Online, Offline), and Regional Forecasts 2022-2032

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## Abstracts

The global shampoo bar market, valued at USD 14.57 billion in 2023, is anticipated to grow to USD 28.41 billion by 2032, exhibiting a steady compound annual growth rate (CAGR) of 7.7% during the forecast period from 2024 to 2032. Shampoo bars, widely regarded as a sustainable alternative to liquid shampoos, have seen increased adoption due to their eco-friendly formulation, which eliminates the need for plastic packaging. These solid cleansing products, made using herbal oils, natural conditioners, and plant-based butter, have garnered immense traction among environmentally conscious consumers, especially younger demographics, who prioritize reducing plastic waste.

Global demand for plastic-free and eco-friendly cosmetics has accelerated, significantly benefiting the shampoo bar market. Rising environmental awareness among consumers is propelling a notable shift from liquid shampoos packed in plastic bottles to sustainable shampoo bars, thereby driving market growth. Key manufacturers, including L'Oréal S.A., LUSH, and The Procter & Gamble Company, are actively introducing innovative product lines and expanding production capacities to cater to increasing consumer demands for natural and sustainable hair care solutions.

Despite the growing adoption, the market faces challenges from alternative products such as liquid shampoos, soap bars, and powdered cleansers, which remain widely available and preferred by certain consumer segments. Furthermore, the market's growth trajectory was briefly hindered during the COVID-19 pandemic, which caused disruptions in retail supply chains and led to a temporary decline in cosmetic product demand.

North America dominated the global shampoo bar market in 2022, accounting for a

significant share due to heightened consumer awareness and demand for sustainable hair care solutions in the U.S. and Canada. Europe also contributed a substantial market share, driven by the popularity of cold-pressed shampoo bars and an increasing preference for natural ingredients. Meanwhile, the Asia-Pacific region is expected to witness the fastest growth over the forecast period, owing to rising disposable incomes, growing urbanization, and an expanding middle-class population adopting eco-friendly products.

Major market players included in this report are:

LUSH (U.K.)

L'Oréal S.A. (France)

The Procter & Gamble Company (U.S.)

Ethique, Inc. (New Zealand)

Davines International (Italy)

HiBAR (U.S.)

Shiseido Co. Ltd. (Japan)

Grum Europe Ltd. (U.K.)

Carol's Daughter (U.S.)

L'Occitane Groupe S.A. (France)

The Body Shop International Limited (U.K.)

Plaine Products (U.S.)

Beauty and the Bees (Australia)

Rocky Mountain Soap Company (Canada)

Buck Naked Soap Company Inc. (Canada)

The detailed segments and sub-segment of the market are explained below:

By Hair Type:

Normal

Dry

Oily

Others

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

U.K.

Germany

France

Spain

Italy

Rest of Europe (ROE)

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific (RoAPAC)

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa (RoMEA)

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Comprehensive market estimates and forecast spanning 2022 to 2032.

Annualized revenue analysis for various segments across regions.

Country-level insights for key markets such as the U.S., U.K., China, and India.

Detailed competitive landscape analysis and strategic recommendations.

Demand and supply dynamics alongside value chain and regulatory insights.

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