

Global Body Soap Bar Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Body Soap Bar market size will reach 1,295.41 Million USD in 2025 and is projected to reach 1,604.05 Million USD by 2032, with a CAGR of 3.10% (2025-2032). Notably, the China Body Soap Bar market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A body soap bar, also known simply as a bar soap or bath soap, is a solid cleansing product designed for washing the body during bathing or showering. These soap bars are made through the process of saponification, where fats or oils are combined with an alkali (such as sodium hydroxide) to create soap molecules and glycerin. Body soap bars are formulated to cleanse the skin by removing dirt, oil, sweat, and impurities, leaving the skin feeling clean and refreshed. They come in various formulations to suit different skin types and preferences, including moisturizing bars for dry skin, antibacterial bars for germ protection, exfoliating bars for removing dead skin cells, and fragrance-free bars for sensitive skin. Body soap bars are easy to use, long-lasting, and typically packaged in paper or cardboard, making them eco-friendly compared to liquid soaps packaged in plastic bottles. They are widely available in stores and are a popular choice for daily personal hygiene routines.

The major global manufacturers of Body Soap Bar include Unilever, Procter & Gamble, Reckitt Benckiser, Johnson & Johnson, COW, Jahwa, Dr. Woods Naturals, Beaumont

Products, South of France, Dr. Bronner's, Kimberly Clark, Mrs Meyer's, One With Nature, Colgate-Palmolive, Henkel, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Body Soap Bar. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Body Soap Bar market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Body Soap Bar market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Body Soap Bar industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Body Soap Bar Include:

Unilever

Procter & Gamble

Reckitt Benckiser

Johnson & Johnson

COW

Jahwa

Dr. Woods Naturals

Beaumont Products

South of France

Dr. Bronner's

Kimberly Clark

Mrs Meyer's

One With Nature

Colgate-Palmolive

Henkel

Body Soap Bar Product Segment Include:

Antibacterial & Deodorant

Moisturizing

Hypoallergenic

Others

Body Soap Bar Product Application Include:

Household

Commercial

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Body Soap Bar Industry PESTEL Analysis

Chapter 3: Global Body Soap Bar Industry Porter's Five Forces Analysis

Chapter 4: Global Body Soap Bar Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Body Soap Bar Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Body Soap Bar Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Body Soap Bar Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Body Soap Bar Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Body Soap Bar Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Body Soap Bar Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Analysis)

Chapter 11: Middle East and Africa Body Soap Bar Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Body Soap Bar Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 BODY SOAP BAR MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Body Soap Bar Product by Type
 - 1.2.1 Antibacterial & Deodorant
 - 1.2.2 Moisturizing
 - 1.2.3 Hypoallergenic
 - 1.2.4 Others
- 1.3 Body Soap Bar Product by Application
 - 1.3.1 Household
 - 1.3.2 Commercial
- 1.4 Global Body Soap Bar Market Revenue and Sales Analysis
 - 1.4.1 Global Body Soap Bar Market Size Analysis (2020-2032)
 - 1.4.2 Global Body Soap Bar Market Sales Analysis (2020-2032)
 - 1.4.3 Global Body Soap Bar Market Sales Price Trend Analysis (2020-2032)
- 1.5 Body Soap Bar Industry Trends and Innovation
 - 1.5.1 Body Soap Bar Industry Trends and Innovation
 - 1.5.2 Body Soap Bar Market Drivers and Challenges

2 BODY SOAP BAR MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 BODY SOAP BAR MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL BODY SOAP BAR MARKET ANALYSIS BY REGIONS

- 4.1 Global Body Soap Bar Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Body Soap Bar Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Body Soap Bar Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Body Soap Bar Revenue Forecast by Region (2026-2032)
- 4.3 Global Body Soap Bar Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Body Soap Bar Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Body Soap Bar Sales Forecast by Region (2026-2032)
- 4.4 Global Body Soap Bar Sales Price Trend Analysis (2020-2032)

5 GLOBAL BODY SOAP BAR MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Body Soap Bar Market Size by Type
 - 5.1.1 Global Body Soap Bar Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Body Soap Bar Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Body Soap Bar Market Size by Application
 - 5.2.1 Global Body Soap Bar Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Body Soap Bar Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Body Soap Bar Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Body Soap Bar Market Size by Type
 - 6.3.1 North America Body Soap Bar Sales by Type (2020-2032)
 - 6.3.2 North America Body Soap Bar Revenue by Type (2020-2032)
- 6.4 North America Body Soap Bar Market Size by Application
 - 6.4.1 North America Body Soap Bar Sales by Application (2020-2032)
 - 6.4.2 North America Body Soap Bar Revenue by Application (2020-2032)
- 6.5 North America Body Soap Bar Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Body Soap Bar Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Body Soap Bar Market Size by Type

- 7.3.1 Europe Body Soap Bar Sales by Type (2020-2032)
- 7.3.2 Europe Body Soap Bar Revenue by Type (2020-2032)
- 7.4 Europe Body Soap Bar Market Size by Application
 - 7.4.1 Europe Body Soap Bar Sales by Application (2020-2032)
 - 7.4.2 Europe Body Soap Bar Revenue by Application (2020-2032)
- 7.5 Europe Body Soap Bar Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Body Soap Bar Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Body Soap Bar Market Size by Type
 - 8.3.1 China Body Soap Bar Sales by Type (2020-2032)
 - 8.3.2 China Body Soap Bar Revenue by Type (2020-2032)
- 8.4 China Body Soap Bar Market Size by Application
 - 8.4.1 China Body Soap Bar Sales by Application (2020-2032)
 - 8.4.2 China Body Soap Bar Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Body Soap Bar Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Body Soap Bar Market Size by Type
 - 9.3.1 APAC (excl. China) Body Soap Bar Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Body Soap Bar Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Body Soap Bar Market Size by Application
 - 9.4.1 APAC (excl. China) Body Soap Bar Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) Body Soap Bar Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Body Soap Bar Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Body Soap Bar Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Body Soap Bar Market Size by Type

10.3.1 Latin America Body Soap Bar Sales by Type (2020-2032)

10.3.2 Latin America Body Soap Bar Revenue by Type (2020-2032)

10.4 Latin America Body Soap Bar Market Size by Application

10.4.1 Latin America Body Soap Bar Sales by Application (2020-2032)

10.4.2 Latin America Body Soap Bar Revenue by Application (2020-2032)

10.5 Latin America Body Soap Bar Market Size by Country

10.6 Latin America Body Soap Bar Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Body Soap Bar Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Body Soap Bar Market Size by Type

11.3.1 Middle East & Africa Body Soap Bar Sales by Type (2020-2032)

11.3.2 Middle East & Africa Body Soap Bar Revenue by Type (2020-2032)

11.4 Middle East & Africa Body Soap Bar Market Size by Application

11.4.1 Middle East & Africa Body Soap Bar Sales by Application (2020-2032)

11.4.2 Middle East & Africa Body Soap Bar Revenue by Application (2020-2032)

11.5 Middle East Body Soap Bar Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global Body Soap Bar Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Body Soap Bar Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Body Soap Bar Market Revenue by Key Manufacturers (2021-2025)

- 12.1.3 Global Body Soap Bar Average Sales Price by Manufacturers (2021-2025)
- 12.2 Body Soap Bar Competitive Landscape Analysis and Market Dynamic
 - 12.2.1 Body Soap Bar Competitive Landscape Analysis
 - 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
 - 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Unilever

13.1.1 Unilever Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Unilever Body Soap Bar Product Portfolio

13.1.3 Unilever Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Procter & Gamble

13.2.1 Procter & Gamble Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Procter & Gamble Body Soap Bar Product Portfolio

13.2.3 Procter & Gamble Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Reckitt Benckiser

13.3.1 Reckitt Benckiser Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Reckitt Benckiser Body Soap Bar Product Portfolio

13.3.3 Reckitt Benckiser Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Johnson & Johnson

13.4.1 Johnson & Johnson Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Johnson & Johnson Body Soap Bar Product Portfolio

13.4.3 Johnson & Johnson Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 COW

13.5.1 COW Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 COW Body Soap Bar Product Portfolio

13.5.3 COW Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Jahwa

13.6.1 Jahwa Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Jahwa Body Soap Bar Product Portfolio

13.6.3 Jahwa Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Dr. Woods Naturals

13.7.1 Dr. Woods Naturals Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Dr. Woods Naturals Body Soap Bar Product Portfolio

13.7.3 Dr. Woods Naturals Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Beaumont Products

13.8.1 Beaumont Products Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Beaumont Products Body Soap Bar Product Portfolio

13.8.3 Beaumont Products Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 South of France

13.9.1 South of France Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 South of France Body Soap Bar Product Portfolio

13.9.3 South of France Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Dr. Bronner's

13.10.1 Dr. Bronner's Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Dr. Bronner's Body Soap Bar Product Portfolio

13.10.3 Dr. Bronner's Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Kimberly Clark

13.11.1 Kimberly Clark Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Kimberly Clark Body Soap Bar Product Portfolio

13.11.3 Kimberly Clark Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Mrs Meyer's

13.12.1 Mrs Meyer's Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Mrs Meyer's Body Soap Bar Product Portfolio

13.12.3 Mrs Meyer's Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 One With Nature

13.13.1 One With Nature Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 One With Nature Body Soap Bar Product Portfolio

13.13.3 One With Nature Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 Colgate-Palmolive

13.14.1 Colgate-Palmolive Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Colgate-Palmolive Body Soap Bar Product Portfolio

13.14.3 Colgate-Palmolive Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.15 Henkel

13.15.1 Henkel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 Henkel Body Soap Bar Product Portfolio

13.15.3 Henkel Body Soap Bar Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Body Soap Bar Industry Chain Analysis

14.2 Body Soap Bar Industry Raw Material and Suppliers Analysis

14.2.1 Body Soap Bar Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Body Soap Bar Typical Downstream Customers

14.4 Body Soap Bar Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources
16.5 Data Cross Validation
16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Body Soap Bar Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Body Soap Bar Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Body Soap Bar Industry Development Status

Table 4: Body Soap Bar Industry Development Trends

Table 5: Global Body Soap Bar Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Body Soap Bar Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Body Soap Bar Revenue Market Share by Region (2020-2025)

Table 8: Global Body Soap Bar Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Body Soap Bar Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Body Soap Bar Sales by Region (2020-2025) & (K Unit)

Table 11: Global Body Soap Bar Sales Market Share by Region (2020-2025)

Table 12: Global Body Soap Bar Sales Forecast by Region (2026-2032) & (K Unit)

Table 13: Global Body Soap Bar Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Body Soap Bar Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Body Soap Bar Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Body Soap Bar Sales Analysis by Type (2020-2025) & (K Unit)

Table 17: Global Body Soap Bar Sales Analysis Forecast by Type (2026-2032) & (K Unit)

Table 18: Global Body Soap Bar Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Body Soap Bar Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Body Soap Bar Sales Analysis by Application (2020-2025) & (K Unit)

Table 21: Global Body Soap Bar Sales Analysis Forecast by Application (2026-2032) & (K Unit)

Table 22: Key Body Soap Bar Players in North America

Table 23: North America Body Soap Bar Sales by Type (2020-2025) & (K Unit)

Table 24: North America Body Soap Bar Sales by Type (2026-2032) & (K Unit)

Table 25: North America Body Soap Bar Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Body Soap Bar Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Body Soap Bar Sales by Application (2020-2025) & (K Unit)

Table 28: North America Body Soap Bar Sales by Application (2026-2032) & (K Unit)

Table 29: North America Body Soap Bar Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Body Soap Bar Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Body Soap Bar Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Body Soap Bar Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Body Soap Bar Sales Market Size by Country (2020-2025) & (K Unit)

Table 34: North America Body Soap Bar Sales Market Size by Country (2026-2032) & (K Unit)

Table 35: Key Body Soap Bar Players in Europe

Table 36: Europe Body Soap Bar Sales by Type (2020-2025) & (K Unit)

Table 37: Europe Body Soap Bar Sales by Type (2026-2032) & (K Unit)

Table 38: Europe Body Soap Bar Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Body Soap Bar Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Body Soap Bar Sales by Application (2020-2025) & (K Unit)

Table 41: Europe Body Soap Bar Sales by Application (2026-2032) & (K Unit)

Table 42: Europe Body Soap Bar Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Body Soap Bar Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Body Soap Bar Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Body Soap Bar Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Body Soap Bar Sales Market Size by Country (2020-2025) & (K Unit)

Table 47: Europe Body Soap Bar Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 48: Key Body Soap Bar Players in China

Table 49: China Body Soap Bar Sales by Type (2020-2025) & (K Unit)

Table 50: China Body Soap Bar Sales by Type (2026-2032) & (K Unit)

Table 51: China Body Soap Bar Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Body Soap Bar Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Body Soap Bar Sales by Application (2020-2025) & (K Unit)

Table 54: China Body Soap Bar Sales by Application (2026-2032) & (K Unit)

Table 55: China Body Soap Bar Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Body Soap Bar Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Body Soap Bar Players in APAC (excl. China)

Table 58: APAC (excl. China) Body Soap Bar Sales by Type (2020-2025) & (K Unit)

Table 59: APAC (excl. China) Body Soap Bar Sales by Type (2026-2032) & (K Unit)

Table 60: APAC (excl. China) Body Soap Bar Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Body Soap Bar Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Body Soap Bar Sales by Application (2020-2025) & (K Unit)

Table 63: APAC (excl. China) Body Soap Bar Sales by Application (2026-2032) & (K Unit)

Table 64: APAC (excl. China) Body Soap Bar Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Body Soap Bar Revenue by Application (2026-2032) & (US\$ Million)

Table 66:: APAC (excl. China) Body Soap Bar Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Body Soap Bar Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Body Soap Bar Sales Market Size by Country (2020-2025) & (K Unit)

Table 69: APAC (excl. China) Body Soap Bar Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 70: Key Body Soap Bar Players in Latin America

Table 71: Latin America Body Soap Bar Sales by Type (2020-2025) & (K Unit)

Table 72: Latin America Body Soap Bar Sales by Type (2026-2032) & (K Unit)

Table 73: Latin America Body Soap Bar Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Body Soap Bar Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Body Soap Bar Sales by Application (2020-2025) & (K Unit)

Table 76: Latin America Body Soap Bar Sales by Application (2026-2032) & (K Unit)

Table 77: Latin America Body Soap Bar Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Body Soap Bar Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Body Soap Bar Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Body Soap Bar Revenue Market Size Forecast by Country

(2026-2032) & (US\$ Million)

Table 81: Latin America Body Soap Bar Sales Market Size by Country (2020-2025) & (K Unit)

Table 82: Latin America Body Soap Bar Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 83: Key Body Soap Bar Players in Middle East & Africa

Table 84: Middle East & Africa Body Soap Bar Sales by Type (2020-2025) & (K Unit)

Table 85: Middle East & Africa Body Soap Bar Sales by Type (2026-2032) & (K Unit)

Table 86: Middle East & Africa Body Soap Bar Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Body Soap Bar Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Body Soap Bar Sales by Application (2020-2025) & (K Unit)

Table 89: Middle East & Africa Body Soap Bar Sales by Application (2026-2032) & (K Unit)

Table 90: Middle East & Africa Body Soap Bar Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Body Soap Bar Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Body Soap Bar Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Body Soap Bar Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Body Soap Bar Sales Market Size by Country (2020-2025) & (K Unit)

Table 95: Middle East & Africa Body Soap Bar Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 96: Global Body Soap Bar Market Sales by Key Manufacturers (2021-2025) & (K Unit)

Table 97: Global Body Soap Bar Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Body Soap Bar Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Body Soap Bar Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Unilever Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Unilever Body Soap Bar Product Portfolio

Table 105: Unilever Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: Procter & Gamble Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Procter & Gamble Body Soap Bar Product Portfolio

Table 108: Procter & Gamble Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: Reckitt Benckiser Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Reckitt Benckiser Body Soap Bar Product Portfolio

Table 111: Reckitt Benckiser Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: Johnson & Johnson Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Johnson & Johnson Body Soap Bar Product Portfolio

Table 114: Johnson & Johnson Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: COW Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: COW Body Soap Bar Product Portfolio

Table 117: COW Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: Jahwa Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Jahwa Body Soap Bar Product Portfolio

Table 120: Jahwa Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: Dr. Woods Naturals Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Dr. Woods Naturals Body Soap Bar Product Portfolio

Table 123: Dr. Woods Naturals Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: Beaumont Products Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Beaumont Products Body Soap Bar Product Portfolio

Table 126: Beaumont Products Body Soap Bar Revenue (US\$ Million), Sales (K Unit),

Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: South of France Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: South of France Body Soap Bar Product Portfolio

Table 129: South of France Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Dr. Bronner's Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Dr. Bronner's Body Soap Bar Product Portfolio

Table 132: Dr. Bronner's Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Kimberly Clark Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Kimberly Clark Body Soap Bar Product Portfolio

Table 135: Kimberly Clark Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: Mrs Meyer's Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Mrs Meyer's Body Soap Bar Product Portfolio

Table 138: Mrs Meyer's Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: One With Nature Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: One With Nature Body Soap Bar Product Portfolio

Table 141: One With Nature Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: Colgate-Palmolive Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Colgate-Palmolive Body Soap Bar Product Portfolio

Table 144: Colgate-Palmolive Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 145: Henkel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Henkel Body Soap Bar Product Portfolio

Table 147: Henkel Body Soap Bar Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 148: Upstream Key Raw Material Price List

Table 149: Body Soap Bar Raw Material Suppliers and Contact Information

Table 150: Body Soap Bar Typical Customer List

Table 151: Body Soap Bar Distributors List

List Of Figures

LIST OF FIGURES

- Figure 1: Body Soap Bar Product Pictures
- Figure 2: Antibacterial & Deodorant Picture Scope
- Figure 3: Moisturizing Picture Scope
- Figure 4: Hypoallergenic Picture Scope
- Figure 5: Others Picture Scope
- Figure 6: Household Picture Scope
- Figure 7: Commercial Picture Scope
- Figure 8: Global Body Soap Bar Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)
- Figure 9: Global Body Soap Bar Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)
- Figure 10: Global Body Soap Bar Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)
- Figure 11: Global Body Soap Bar Market Price Trend Analysis (2020-2032) & (USD/Unit)
- Figure 12: Global Body Soap Bar Market Size by Region (2020-2032) & (US\$ Million)
- Figure 13: Global Body Soap Bar Market Share Scenario by Region in Percentage: 2025 Versus 2032
- Figure 14: Global Body Soap Bar Sales Price by Region (2020-2032) & (K Unit)
- Figure 15: North America Body Soap Bar Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 16: North America Body Soap Bar Revenue Market Share by Players in 2024
- Figure 17: North America Body Soap Bar Sales Market Share by Type (2020-2032)
- Figure 18: North America Body Soap Bar Revenue Market Share by Type (2020-2032)
- Figure 19: North America Body Soap Bar Sales Market Share by Application (2020-2032)
- Figure 20: North America Body Soap Bar Revenue Market Share by Application (2020-2032)
- Figure 21: US Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 22: Canada Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 23: Europe Body Soap Bar Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 24: Europe Body Soap Bar Revenue Market Share by Players in 2024
- Figure 25: Europe Body Soap Bar Sales Market Share by Type (2020-2032)
- Figure 26: Europe Body Soap Bar Revenue Market Share by Type (2020-2032)
- Figure 27: Europe Body Soap Bar Sales Market Share by Application (2020-2032)

- Figure 28:Europe Body Soap Bar Revenue Market Share by Application (2020-2032)
- Figure 29:Germany Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 30:France Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 31:United Kingdom Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 32:Italy Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 33:Spain Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 34:Benelux Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 35:China Body Soap Bar Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 36:China Body Soap Bar Revenue Market Share by Players in 2024
- Figure 37:China Body Soap Bar Sales Market Share by Type (2020-2032)
- Figure 38:China Body Soap Bar Revenue Market Share by Type (2020-2032)
- Figure 39:China Body Soap Bar Sales Market Share by Application (2020-2032)
- Figure 40:China Body Soap Bar Revenue Market Share by Application (2020-2032)
- Figure 41:APAC (excl. China) Body Soap Bar Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 42:APAC (excl. China) Body Soap Bar Revenue Market Share by Players in 2024
- Figure 43:APAC (excl. China) Body Soap Bar Sales Market Share by Type (2020-2032)
- Figure 44:APAC (excl. China) Body Soap Bar Revenue Market Share by Type (2020-2032)
- Figure 45:APAC (excl. China) Body Soap Bar Sales Market Share by Application (2020-2032)
- Figure 46:APAC (excl. China) Body Soap Bar Revenue Market Share by Application (2020-2032)
- Figure 47:Japan Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 48:South Korea Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 49:India Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 50:Australia Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 51:Southeast Asia Body Soap Bar Revenue (2020-2032) & (US\$ Million)
- Figure 52:Latin America Body Soap Bar Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 53:Latin America Body Soap Bar Revenue Market Share by Players in 2024
- Figure 54:Latin America Body Soap Bar Sales Market Share by Type (2020-2032)
- Figure 55:Latin America Body Soap Bar Revenue Market Share by Type (2020-2032)
- Figure 56:Latin America Body Soap Bar Sales Market Share by Application (2020-2032)
- Figure 57:Latin America Body Soap Bar Revenue Market Share by Application (2020-2032)
- Figure 58:Mexico Body Soap Bar Revenue (2020-2032) & (US\$ Million)

Figure 59:Brazil Body Soap Bar Revenue (2020-2032) & (US\$ Million)

Figure 60:Middle East & Africa Body Soap Bar Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 61:Middle East & Africa Body Soap Bar Revenue Market Share by Players in 2024

Figure 62:Middle East & Africa Body Soap Bar Sales Market Share by Type (2020-2032)

Figure 63:Middle East & Africa Body Soap Bar Revenue Market Share by Type (2020-2032)

Figure 64:Middle East & Africa Body Soap Bar Sales Market Share by Application (2020-2032)

Figure 65:Middle East & Africa Body Soap Bar Revenue Market Share by Application (2020-2032)

Figure 66:Saudi Arabia Body Soap Bar Revenue (2020-2032) & (US\$ Million)

Figure 67:South Africa Body Soap Bar Revenue (2020-2032) & (US\$ Million)

Figure 68:Global Body Soap Bar Sales Market Share by Key Manufacturers in 2024

Figure 69:Global Body Soap Bar Revenue Market Share by Key Manufacturers in 2024

Figure 70:Global Body Soap Bar Industry Competition Landscape

Figure 71:Body Soap Bar Industry Chain Analysis

Figure 72:Bottom-Up and Top-Down Research Methods

Figure 73:Key Interview Objectives

Figure 74:Data Cross Validation

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