

Global Fragrant Body Wash Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Fragrant Body Wash market size was valued at US\$ 1754 million in 2024 and is forecast to a readjusted size of USD 2286 million by 2031 with a CAGR of 3.9% during review period.

Compared with ordinary shower gels, essences are mostly added to scented shower gels. This type of shower gel has a better skin care effect, and it can last for a long time. Fragranced shower gel also has antiseptic and anti-inflammatory effects, but for friends with sensitive skin, you should try a small amount of it when using the scented shower gel for the first time, so as to avoid allergic reactions. Some women are very sensitive during breastfeeding, and it is not suitable to use fragrance shower gel in this case.

According to the statistics of this research team, the total size of the global beauty industry in 2022 will be about 420 billion US dollars, of which the sales of skin care products will be about 190 billion US dollars, perfumes will be 70 billion US dollars, color cosmetics will be 80 billion US dollars, and hair care products will be 90 billion US dollars. The upstream of the industrial chain of the shower gel industry mainly includes raw materials such as surfactants, skin care agents, colorants, thickeners, and essences, and the downstream sales are through sales channels such as supermarkets, convenience stores, brand stores, and e-commerce platforms. With the improvement of people's consumption level and the pursuit of high quality of life, the market size of shower gel is developing rapidly, and the proportion of bath products is gradually increasing. The increase in consumption levels and the increase in the number of consumers are the main reasons for the rapid increase in online sales of bath products. Judging from the different functions of body wash, what consumers value most when buying body wash are moisturizing, long-lasting fragrance and hydration. In

addition, the functions that consumers pay great attention to include mite removal, whitening/sun protection, oil control, acne prevention and Remove the chicken skin, etc.

This report is a detailed and comprehensive analysis for global Fragrant Body Wash market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Fragrant Body Wash market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Fragrant Body Wash market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Fragrant Body Wash market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Fragrant Body Wash market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Fragrant Body Wash
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Fragrant Body Wash market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Unilever, P&G (Procter & Gamble), Johnson &

Johnson, COTY, Wheathfields Lohmann, THE FACE SHOP, L'OCCITANE, COCOESSENCE, COCOVEL, Kustie, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Fragrant Body Wash market is split by Type and by Sales Channel. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Floral

Fruity

Milk Fragrance

Others

Market segment by Sales Channel

Online Sales

Offline Sales

Major players covered

Unilever

P&G (Procter & Gamble)

Johnson & Johnson

COTY

Wheathfields Lohmann

THE FACE SHOP

L'OCCITANE

COCOESSENCE

COCOVEL

Kustie

Lovefun

Opal

Adolph

Kustie

Dettol

Liushen

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Fragrant Body Wash product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fragrant Body Wash, with price, sales quantity, revenue, and global market share of Fragrant Body Wash from 2020 to 2025.

Chapter 3, the Fragrant Body Wash competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Fragrant Body Wash breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Fragrant Body Wash market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Fragrant Body Wash.

Chapter 14 and 15, to describe Fragrant Body Wash sales channel, distributors, customers, research findings and conclusion.

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