

Global African Black Soap Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G91E641C8B6DEN.html>

Date: February 2026

Pages: 154

Price: US\$ 4,480.00 (Single User License)

ID: G91E641C8B6DEN

Abstracts

The global African Black Soap market size is expected to reach \$ 176 million by 2032, rising at a market growth of 4.7% CAGR during the forecast period (2026-2032).

African Black Soap is a traditional plant-based soap originating from West Africa, typically made from the ashes of locally sourced plant materials such as cocoa pods, plantain skins, and wood ash blended with oils like coconut, palm, and shea butter. Known for its natural cleansing, exfoliating, and moisturizing properties, it contains vitamins A and E and plant saponins that help cleanse and nourish skin. African Black Soap has gained global popularity in natural skincare, personal cleansing, and organic beauty segments as consumers increasingly seek sustainable, plant-based wellness products. Because African black soap production is primarily driven by small and medium-sized manufacturers, global production in 2025 was approximately 6,370.7 tons, with an average price of about US\$13.8 per kilogram and a gross profit margin of about 40%.

The African Black Soap market is experiencing a notable expansion driven by rising consumer demand for natural, organic, and sustainably sourced skincare products. In mature markets such as North America and Europe, heightened interest in ingredient transparency and skin health has bolstered adoption of this traditional soap. Growth in Asia Pacific and Latin America is supported by rising disposable incomes and consumer shifts toward plant-based personal care. Expanded e-commerce distribution has significantly enhanced global accessibility of African Black Soap. Going forward, competition will increasingly center on formulation innovation, traceable sourcing, brand differentiation, and cross-border marketing strategies.

This report studies the global African Black Soap production, demand, key

manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for African Black Soap and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of African Black Soap that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global African Black Soap total production and demand, 2021-2032, (Tons)

Global African Black Soap total production value, 2021-2032, (USD Million)

Global African Black Soap production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global African Black Soap consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: African Black Soap domestic production, consumption, key domestic manufacturers and share

Global African Black Soap production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global African Black Soap production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global African Black Soap production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global African Black Soap market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include SheaMoisture & Nubian Heritage (Sundial Brands Acquired by Unilever), Raw Apothecary, Incredible By Nature, Dr.Woods, Naissance UK, Alaffia, Sky Organics, Dudu-Osun, Madina, OKAY Pure Naturals, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World African Black Soap market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Kg) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global African Black Soap Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global African Black Soap Market, Segmentation by Type:

Solids

Liquids & Pastes

Global African Black Soap Market, Segmentation by Use:

For Body & Hand

For Face

Global African Black Soap Market, Segmentation by Distribution Channel:

E-Commerce

Supermarkets & Hypermarkets

Specialty Stores

Pharmacies

Global African Black Soap Market, Segmentation by Application:

Individual Consumers

Professional Use (Spas/Salons)

Others

Companies Profiled:

SheaMoisture & Nubian Heritage (Sundial Brands Acquired by Unilever)

Raw Apothecary

Incredible By Nature

Dr.Woods

Naissance UK

Alaffia

Sky Organics

Dudu-Osun

Madina

OKAY Pure Naturals

AshantiNaturals

Our Earth's Secrets

Shea Olein

Shea Terra Organics

RA COSMETICS

Cottage Fresh

Duma Mbili

Stay Young

Key Questions Answered:

1. How big is the global African Black Soap market?
2. What is the demand of the global African Black Soap market?
3. What is the year over year growth of the global African Black Soap market?
4. What is the production and production value of the global African Black Soap market?
5. Who are the key producers in the global African Black Soap market?
6. What are the growth factors driving the market demand?

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