

Global Moisturizing Bar Soap Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Moisturizing Bar Soap market size was valued at USD 88 million in 2023 and is forecast to a readjusted size of USD 144.1 million by 2030 with a CAGR of 7.3% during review period.

A moisturizing bar soap is a type of soap that is formulated with ingredients designed to hydrate and nourish the skin. Unlike traditional soaps that may have a drying effect on the skin due to their alkaline nature, moisturizing bar soaps typically contain added emollients, humectants, and oils to help maintain or enhance skin moisture levels.

Natural and Organic Ingredients: There has been a growing consumer preference for skincare products, including bar soaps, formulated with natural and organic ingredients. Consumers are often looking for products that are free from harsh chemicals, sulfates, and artificial additives.

Innovation in Formulations: Continuous innovation in soap formulations is observed, with brands incorporating advanced ingredients like hyaluronic acid, ceramides, and other skin-loving compounds to enhance moisturizing properties.

Clean Beauty: The clean beauty movement, characterized by a focus on products with transparent ingredient lists and a commitment to safety and efficacy, is influencing consumer choices. Moisturizing bar soaps that align with clean beauty principles may attract a dedicated consumer base.

Online Sales and D2C (Direct-to-Consumer) Channels: The rise of e-commerce and direct-to-consumer sales has transformed the way consumers access skincare

products. Many brands are leveraging online platforms to reach a broader audience and provide a convenient shopping experience.

The Global Info Research report includes an overview of the development of the Moisturizing Bar Soap industry chain, the market status of Household (Face Bar Soap, Body Bar Soap), Commercial (Face Bar Soap, Body Bar Soap), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Moisturizing Bar Soap.

Regionally, the report analyzes the Moisturizing Bar Soap markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Moisturizing Bar Soap market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Moisturizing Bar Soap market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Moisturizing Bar Soap industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Face Bar Soap, Body Bar Soap).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Moisturizing Bar Soap market.

Regional Analysis: The report involves examining the Moisturizing Bar Soap market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future

projections and forecasts for the Moisturizing Bar Soap market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Moisturizing Bar Soap:

Company Analysis: Report covers individual Moisturizing Bar Soap manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Moisturizing Bar Soap. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Household, Commercial).

Technology Analysis: Report covers specific technologies relevant to Moisturizing Bar Soap. It assesses the current state, advancements, and potential future developments in Moisturizing Bar Soap areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Moisturizing Bar Soap market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Moisturizing Bar Soap market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Face Bar Soap

Body Bar Soap

Market segment by Application

Household

Commercial

Major players covered

Unilever

Dr. Woods

Dove

CeraVe

Reckitt Benckiser

Glossier Body Hero

Procter & Gamble

Johnson & Johnson

COW

Beaumont Products

Jahwa

Kimberly Clark

Mrs Meyer's

South Of France

One With Nature

Colgate-Palmolive

Dr. Bronner's

Henkel

The Perth Soap

Wild Prairie Soap Company

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 Moisturizing Bar Soap product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Moisturizing Bar Soap, with price, sales, revenue and global market share of Moisturizing Bar Soap from 2019 to 2024.

Chapter 3, the Moisturizing Bar Soap competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Moisturizing Bar Soap breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Moisturizing Bar Soap market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Moisturizing Bar Soap.

Chapter 14 and 15, to describe Moisturizing Bar Soap sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope of Moisturizing Bar Soap

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Moisturizing Bar Soap Consumption Value by Type: 2019 Versus 2023 Versus 2030

1.3.2 Face Bar Soap

1.3.3 Body Bar Soap

1.4 Market Analysis by Application

1.4.1 Overview: Global Moisturizing Bar Soap Consumption Value by Application: 2019 Versus 2023 Versus 2030

1.4.2 Household

1.4.3 Commercial

1.5 Global Moisturizing Bar Soap Market Size & Forecast

1.5.1 Global Moisturizing Bar Soap Consumption Value (2019 & 2023 & 2030)

1.5.2 Global Moisturizing Bar Soap Sales Quantity (2019-2030)

1.5.3 Global Moisturizing Bar Soap Average Price (2019-2030)

2 MANUFACTURERS PROFILES

2.1 Unilever

2.1.1 Unilever Details

2.1.2 Unilever Major Business

2.1.3 Unilever Moisturizing Bar Soap Product and Services

2.1.4 Unilever Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.1.5 Unilever Recent Developments/Updates

2.2 Dr. Woods

2.2.1 Dr. Woods Details

2.2.2 Dr. Woods Major Business

2.2.3 Dr. Woods Moisturizing Bar Soap Product and Services

2.2.4 Dr. Woods Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.2.5 Dr. Woods Recent Developments/Updates

2.3 Dove

2.3.1 Dove Details

- 2.3.2 Dove Major Business
- 2.3.3 Dove Moisturizing Bar Soap Product and Services
- 2.3.4 Dove Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.3.5 Dove Recent Developments/Updates
- 2.4 CeraVe
 - 2.4.1 CeraVe Details
 - 2.4.2 CeraVe Major Business
 - 2.4.3 CeraVe Moisturizing Bar Soap Product and Services
 - 2.4.4 CeraVe Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 CeraVe Recent Developments/Updates
- 2.5 Reckitt Benckiser
 - 2.5.1 Reckitt Benckiser Details
 - 2.5.2 Reckitt Benckiser Major Business
 - 2.5.3 Reckitt Benckiser Moisturizing Bar Soap Product and Services
 - 2.5.4 Reckitt Benckiser Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Reckitt Benckiser Recent Developments/Updates
- 2.6 Glossier Body Hero
 - 2.6.1 Glossier Body Hero Details
 - 2.6.2 Glossier Body Hero Major Business
 - 2.6.3 Glossier Body Hero Moisturizing Bar Soap Product and Services
 - 2.6.4 Glossier Body Hero Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Glossier Body Hero Recent Developments/Updates
- 2.7 Procter & Gamble
 - 2.7.1 Procter & Gamble Details
 - 2.7.2 Procter & Gamble Major Business
 - 2.7.3 Procter & Gamble Moisturizing Bar Soap Product and Services
 - 2.7.4 Procter & Gamble Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.7.5 Procter & Gamble Recent Developments/Updates
- 2.8 Johnson & Johnson
 - 2.8.1 Johnson & Johnson Details
 - 2.8.2 Johnson & Johnson Major Business
 - 2.8.3 Johnson & Johnson Moisturizing Bar Soap Product and Services
 - 2.8.4 Johnson & Johnson Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

- 2.8.5 Johnson & Johnson Recent Developments/Updates
- 2.9 COW
 - 2.9.1 COW Details
 - 2.9.2 COW Major Business
 - 2.9.3 COW Moisturizing Bar Soap Product and Services
 - 2.9.4 COW Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 COW Recent Developments/Updates
- 2.10 Beaumont Products
 - 2.10.1 Beaumont Products Details
 - 2.10.2 Beaumont Products Major Business
 - 2.10.3 Beaumont Products Moisturizing Bar Soap Product and Services
 - 2.10.4 Beaumont Products Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Beaumont Products Recent Developments/Updates
- 2.11 Jahwa
 - 2.11.1 Jahwa Details
 - 2.11.2 Jahwa Major Business
 - 2.11.3 Jahwa Moisturizing Bar Soap Product and Services
 - 2.11.4 Jahwa Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.11.5 Jahwa Recent Developments/Updates
- 2.12 Kimberly Clark
 - 2.12.1 Kimberly Clark Details
 - 2.12.2 Kimberly Clark Major Business
 - 2.12.3 Kimberly Clark Moisturizing Bar Soap Product and Services
 - 2.12.4 Kimberly Clark Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.12.5 Kimberly Clark Recent Developments/Updates
- 2.13 Mrs Meyer's
 - 2.13.1 Mrs Meyer's Details
 - 2.13.2 Mrs Meyer's Major Business
 - 2.13.3 Mrs Meyer's Moisturizing Bar Soap Product and Services
 - 2.13.4 Mrs Meyer's Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.13.5 Mrs Meyer's Recent Developments/Updates
- 2.14 South Of France
 - 2.14.1 South Of France Details
 - 2.14.2 South Of France Major Business

- 2.14.3 South Of France Moisturizing Bar Soap Product and Services
- 2.14.4 South Of France Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.14.5 South Of France Recent Developments/Updates
- 2.15 One With Nature
 - 2.15.1 One With Nature Details
 - 2.15.2 One With Nature Major Business
 - 2.15.3 One With Nature Moisturizing Bar Soap Product and Services
 - 2.15.4 One With Nature Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.15.5 One With Nature Recent Developments/Updates
- 2.16 Colgate-Palmolive
 - 2.16.1 Colgate-Palmolive Details
 - 2.16.2 Colgate-Palmolive Major Business
 - 2.16.3 Colgate-Palmolive Moisturizing Bar Soap Product and Services
 - 2.16.4 Colgate-Palmolive Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.16.5 Colgate-Palmolive Recent Developments/Updates
- 2.17 Dr. Bronner's
 - 2.17.1 Dr. Bronner's Details
 - 2.17.2 Dr. Bronner's Major Business
 - 2.17.3 Dr. Bronner's Moisturizing Bar Soap Product and Services
 - 2.17.4 Dr. Bronner's Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.17.5 Dr. Bronner's Recent Developments/Updates
- 2.18 Henkel
 - 2.18.1 Henkel Details
 - 2.18.2 Henkel Major Business
 - 2.18.3 Henkel Moisturizing Bar Soap Product and Services
 - 2.18.4 Henkel Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.18.5 Henkel Recent Developments/Updates
- 2.19 The Perth Soap
 - 2.19.1 The Perth Soap Details
 - 2.19.2 The Perth Soap Major Business
 - 2.19.3 The Perth Soap Moisturizing Bar Soap Product and Services
 - 2.19.4 The Perth Soap Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.19.5 The Perth Soap Recent Developments/Updates

2.20 Wild Prairie Soap Company

2.20.1 Wild Prairie Soap Company Details

2.20.2 Wild Prairie Soap Company Major Business

2.20.3 Wild Prairie Soap Company Moisturizing Bar Soap Product and Services

2.20.4 Wild Prairie Soap Company Moisturizing Bar Soap Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.20.5 Wild Prairie Soap Company Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: MOISTURIZING BAR SOAP BY MANUFACTURER

3.1 Global Moisturizing Bar Soap Sales Quantity by Manufacturer (2019-2024)

3.2 Global Moisturizing Bar Soap Revenue by Manufacturer (2019-2024)

3.3 Global Moisturizing Bar Soap Average Price by Manufacturer (2019-2024)

3.4 Market Share Analysis (2023)

3.4.1 Producer Shipments of Moisturizing Bar Soap by Manufacturer Revenue (\$MM) and Market Share (%): 2023

3.4.2 Top 3 Moisturizing Bar Soap Manufacturer Market Share in 2023

3.4.2 Top 6 Moisturizing Bar Soap Manufacturer Market Share in 2023

3.5 Moisturizing Bar Soap Market: Overall Company Footprint Analysis

3.5.1 Moisturizing Bar Soap Market: Region Footprint

3.5.2 Moisturizing Bar Soap Market: Company Product Type Footprint

3.5.3 Moisturizing Bar Soap Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Moisturizing Bar Soap Market Size by Region

4.1.1 Global Moisturizing Bar Soap Sales Quantity by Region (2019-2030)

4.1.2 Global Moisturizing Bar Soap Consumption Value by Region (2019-2030)

4.1.3 Global Moisturizing Bar Soap Average Price by Region (2019-2030)

4.2 North America Moisturizing Bar Soap Consumption Value (2019-2030)

4.3 Europe Moisturizing Bar Soap Consumption Value (2019-2030)

4.4 Asia-Pacific Moisturizing Bar Soap Consumption Value (2019-2030)

4.5 South America Moisturizing Bar Soap Consumption Value (2019-2030)

4.6 Middle East and Africa Moisturizing Bar Soap Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Moisturizing Bar Soap Sales Quantity by Type (2019-2030)
- 5.2 Global Moisturizing Bar Soap Consumption Value by Type (2019-2030)
- 5.3 Global Moisturizing Bar Soap Average Price by Type (2019-2030)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Moisturizing Bar Soap Sales Quantity by Application (2019-2030)
- 6.2 Global Moisturizing Bar Soap Consumption Value by Application (2019-2030)
- 6.3 Global Moisturizing Bar Soap Average Price by Application (2019-2030)

7 NORTH AMERICA

- 7.1 North America Moisturizing Bar Soap Sales Quantity by Type (2019-2030)
- 7.2 North America Moisturizing Bar Soap Sales Quantity by Application (2019-2030)
- 7.3 North America Moisturizing Bar Soap Market Size by Country
 - 7.3.1 North America Moisturizing Bar Soap Sales Quantity by Country (2019-2030)
 - 7.3.2 North America Moisturizing Bar Soap Consumption Value by Country (2019-2030)
 - 7.3.3 United States Market Size and Forecast (2019-2030)
 - 7.3.4 Canada Market Size and Forecast (2019-2030)
 - 7.3.5 Mexico Market Size and Forecast (2019-2030)

8 EUROPE

- 8.1 Europe Moisturizing Bar Soap Sales Quantity by Type (2019-2030)
- 8.2 Europe Moisturizing Bar Soap Sales Quantity by Application (2019-2030)
- 8.3 Europe Moisturizing Bar Soap Market Size by Country
 - 8.3.1 Europe Moisturizing Bar Soap Sales Quantity by Country (2019-2030)
 - 8.3.2 Europe Moisturizing Bar Soap Consumption Value by Country (2019-2030)
 - 8.3.3 Germany Market Size and Forecast (2019-2030)
 - 8.3.4 France Market Size and Forecast (2019-2030)
 - 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
 - 8.3.6 Russia Market Size and Forecast (2019-2030)
 - 8.3.7 Italy Market Size and Forecast (2019-2030)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Moisturizing Bar Soap Sales Quantity by Type (2019-2030)

9.2 Asia-Pacific Moisturizing Bar Soap Sales Quantity by Application (2019-2030)

9.3 Asia-Pacific Moisturizing Bar Soap Market Size by Region

9.3.1 Asia-Pacific Moisturizing Bar Soap Sales Quantity by Region (2019-2030)

9.3.2 Asia-Pacific Moisturizing Bar Soap Consumption Value by Region (2019-2030)

9.3.3 China Market Size and Forecast (2019-2030)

9.3.4 Japan Market Size and Forecast (2019-2030)

9.3.5 Korea Market Size and Forecast (2019-2030)

9.3.6 India Market Size and Forecast (2019-2030)

9.3.7 Southeast Asia Market Size and Forecast (2019-2030)

9.3.8 Australia Market Size and Forecast (2019-2030)

10 SOUTH AMERICA

10.1 South America Moisturizing Bar Soap Sales Quantity by Type (2019-2030)

10.2 South America Moisturizing Bar Soap Sales Quantity by Application (2019-2030)

10.3 South America Moisturizing Bar Soap Market Size by Country

10.3.1 South America Moisturizing Bar Soap Sales Quantity by Country (2019-2030)

10.3.2 South America Moisturizing Bar Soap Consumption Value by Country
(2019-2030)

10.3.3 Brazil Market Size and Forecast (2019-2030)

10.3.4 Argentina Market Size and Forecast (2019-2030)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Moisturizing Bar Soap Sales Quantity by Type (2019-2030)

11.2 Middle East & Africa Moisturizing Bar Soap Sales Quantity by Application
(2019-2030)

11.3 Middle East & Africa Moisturizing Bar Soap Market Size by Country

11.3.1 Middle East & Africa Moisturizing Bar Soap Sales Quantity by Country
(2019-2030)

11.3.2 Middle East & Africa Moisturizing Bar Soap Consumption Value by Country
(2019-2030)

11.3.3 Turkey Market Size and Forecast (2019-2030)

11.3.4 Egypt Market Size and Forecast (2019-2030)

11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)

11.3.6 South Africa Market Size and Forecast (2019-2030)

12 MARKET DYNAMICS

- 12.1 Moisturizing Bar Soap Market Drivers
- 12.2 Moisturizing Bar Soap Market Restraints
- 12.3 Moisturizing Bar Soap Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Moisturizing Bar Soap and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Moisturizing Bar Soap
- 13.3 Moisturizing Bar Soap Production Process
- 13.4 Moisturizing Bar Soap Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Moisturizing Bar Soap Typical Distributors
- 14.3 Moisturizing Bar Soap Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Moisturizing Bar Soap Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Moisturizing Bar Soap Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Unilever Basic Information, Manufacturing Base and Competitors

Table 4. Unilever Major Business

Table 5. Unilever Moisturizing Bar Soap Product and Services

Table 6. Unilever Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. Unilever Recent Developments/Updates

Table 8. Dr. Woods Basic Information, Manufacturing Base and Competitors

Table 9. Dr. Woods Major Business

Table 10. Dr. Woods Moisturizing Bar Soap Product and Services

Table 11. Dr. Woods Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Dr. Woods Recent Developments/Updates

Table 13. Dove Basic Information, Manufacturing Base and Competitors

Table 14. Dove Major Business

Table 15. Dove Moisturizing Bar Soap Product and Services

Table 16. Dove Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Dove Recent Developments/Updates

Table 18. CeraVe Basic Information, Manufacturing Base and Competitors

Table 19. CeraVe Major Business

Table 20. CeraVe Moisturizing Bar Soap Product and Services

Table 21. CeraVe Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. CeraVe Recent Developments/Updates

Table 23. Reckitt Benckiser Basic Information, Manufacturing Base and Competitors

Table 24. Reckitt Benckiser Major Business

Table 25. Reckitt Benckiser Moisturizing Bar Soap Product and Services

Table 26. Reckitt Benckiser Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Reckitt Benckiser Recent Developments/Updates

Table 28. Glossier Body Hero Basic Information, Manufacturing Base and Competitors

- Table 29. Glossier Body Hero Major Business
- Table 30. Glossier Body Hero Moisturizing Bar Soap Product and Services
- Table 31. Glossier Body Hero Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 32. Glossier Body Hero Recent Developments/Updates
- Table 33. Procter & Gamble Basic Information, Manufacturing Base and Competitors
- Table 34. Procter & Gamble Major Business
- Table 35. Procter & Gamble Moisturizing Bar Soap Product and Services
- Table 36. Procter & Gamble Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 37. Procter & Gamble Recent Developments/Updates
- Table 38. Johnson & Johnson Basic Information, Manufacturing Base and Competitors
- Table 39. Johnson & Johnson Major Business
- Table 40. Johnson & Johnson Moisturizing Bar Soap Product and Services
- Table 41. Johnson & Johnson Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 42. Johnson & Johnson Recent Developments/Updates
- Table 43. COW Basic Information, Manufacturing Base and Competitors
- Table 44. COW Major Business
- Table 45. COW Moisturizing Bar Soap Product and Services
- Table 46. COW Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 47. COW Recent Developments/Updates
- Table 48. Beaumont Products Basic Information, Manufacturing Base and Competitors
- Table 49. Beaumont Products Major Business
- Table 50. Beaumont Products Moisturizing Bar Soap Product and Services
- Table 51. Beaumont Products Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 52. Beaumont Products Recent Developments/Updates
- Table 53. Jahwa Basic Information, Manufacturing Base and Competitors
- Table 54. Jahwa Major Business
- Table 55. Jahwa Moisturizing Bar Soap Product and Services
- Table 56. Jahwa Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 57. Jahwa Recent Developments/Updates
- Table 58. Kimberly Clark Basic Information, Manufacturing Base and Competitors
- Table 59. Kimberly Clark Major Business
- Table 60. Kimberly Clark Moisturizing Bar Soap Product and Services
- Table 61. Kimberly Clark Moisturizing Bar Soap Sales Quantity (K Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 62. Kimberly Clark Recent Developments/Updates

Table 63. Mrs Meyer's Basic Information, Manufacturing Base and Competitors

Table 64. Mrs Meyer's Major Business

Table 65. Mrs Meyer's Moisturizing Bar Soap Product and Services

Table 66. Mrs Meyer's Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 67. Mrs Meyer's Recent Developments/Updates

Table 68. South Of France Basic Information, Manufacturing Base and Competitors

Table 69. South Of France Major Business

Table 70. South Of France Moisturizing Bar Soap Product and Services

Table 71. South Of France Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 72. South Of France Recent Developments/Updates

Table 73. One With Nature Basic Information, Manufacturing Base and Competitors

Table 74. One With Nature Major Business

Table 75. One With Nature Moisturizing Bar Soap Product and Services

Table 76. One With Nature Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 77. One With Nature Recent Developments/Updates

Table 78. Colgate-Palmolive Basic Information, Manufacturing Base and Competitors

Table 79. Colgate-Palmolive Major Business

Table 80. Colgate-Palmolive Moisturizing Bar Soap Product and Services

Table 81. Colgate-Palmolive Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 82. Colgate-Palmolive Recent Developments/Updates

Table 83. Dr. Bronner's Basic Information, Manufacturing Base and Competitors

Table 84. Dr. Bronner's Major Business

Table 85. Dr. Bronner's Moisturizing Bar Soap Product and Services

Table 86. Dr. Bronner's Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 87. Dr. Bronner's Recent Developments/Updates

Table 88. Henkel Basic Information, Manufacturing Base and Competitors

Table 89. Henkel Major Business

Table 90. Henkel Moisturizing Bar Soap Product and Services

Table 91. Henkel Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 92. Henkel Recent Developments/Updates

Table 93. The Perth Soap Basic Information, Manufacturing Base and Competitors

- Table 94. The Perth Soap Major Business
- Table 95. The Perth Soap Moisturizing Bar Soap Product and Services
- Table 96. The Perth Soap Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 97. The Perth Soap Recent Developments/Updates
- Table 98. Wild Prairie Soap Company Basic Information, Manufacturing Base and Competitors
- Table 99. Wild Prairie Soap Company Major Business
- Table 100. Wild Prairie Soap Company Moisturizing Bar Soap Product and Services
- Table 101. Wild Prairie Soap Company Moisturizing Bar Soap Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 102. Wild Prairie Soap Company Recent Developments/Updates
- Table 103. Global Moisturizing Bar Soap Sales Quantity by Manufacturer (2019-2024) & (K Units)
- Table 104. Global Moisturizing Bar Soap Revenue by Manufacturer (2019-2024) & (USD Million)
- Table 105. Global Moisturizing Bar Soap Average Price by Manufacturer (2019-2024) & (US\$/Unit)
- Table 106. Market Position of Manufacturers in Moisturizing Bar Soap, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023
- Table 107. Head Office and Moisturizing Bar Soap Production Site of Key Manufacturer
- Table 108. Moisturizing Bar Soap Market: Company Product Type Footprint
- Table 109. Moisturizing Bar Soap Market: Company Product Application Footprint
- Table 110. Moisturizing Bar Soap New Market Entrants and Barriers to Market Entry
- Table 111. Moisturizing Bar Soap Mergers, Acquisition, Agreements, and Collaborations
- Table 112. Global Moisturizing Bar Soap Sales Quantity by Region (2019-2024) & (K Units)
- Table 113. Global Moisturizing Bar Soap Sales Quantity by Region (2025-2030) & (K Units)
- Table 114. Global Moisturizing Bar Soap Consumption Value by Region (2019-2024) & (USD Million)
- Table 115. Global Moisturizing Bar Soap Consumption Value by Region (2025-2030) & (USD Million)
- Table 116. Global Moisturizing Bar Soap Average Price by Region (2019-2024) & (US\$/Unit)
- Table 117. Global Moisturizing Bar Soap Average Price by Region (2025-2030) & (US\$/Unit)
- Table 118. Global Moisturizing Bar Soap Sales Quantity by Type (2019-2024) & (K

Units)

Table 119. Global Moisturizing Bar Soap Sales Quantity by Type (2025-2030) & (K Units)

Table 120. Global Moisturizing Bar Soap Consumption Value by Type (2019-2024) & (USD Million)

Table 121. Global Moisturizing Bar Soap Consumption Value by Type (2025-2030) & (USD Million)

Table 122. Global Moisturizing Bar Soap Average Price by Type (2019-2024) & (US\$/Unit)

Table 123. Global Moisturizing Bar Soap Average Price by Type (2025-2030) & (US\$/Unit)

Table 124. Global Moisturizing Bar Soap Sales Quantity by Application (2019-2024) & (K Units)

Table 125. Global Moisturizing Bar Soap Sales Quantity by Application (2025-2030) & (K Units)

Table 126. Global Moisturizing Bar Soap Consumption Value by Application (2019-2024) & (USD Million)

Table 127. Global Moisturizing Bar Soap Consumption Value by Application (2025-2030) & (USD Million)

Table 128. Global Moisturizing Bar Soap Average Price by Application (2019-2024) & (US\$/Unit)

Table 129. Global Moisturizing Bar Soap Average Price by Application (2025-2030) & (US\$/Unit)

Table 130. North America Moisturizing Bar Soap Sales Quantity by Type (2019-2024) & (K Units)

Table 131. North America Moisturizing Bar Soap Sales Quantity by Type (2025-2030) & (K Units)

Table 132. North America Moisturizing Bar Soap Sales Quantity by Application (2019-2024) & (K Units)

Table 133. North America Moisturizing Bar Soap Sales Quantity by Application (2025-2030) & (K Units)

Table 134. North America Moisturizing Bar Soap Sales Quantity by Country (2019-2024) & (K Units)

Table 135. North America Moisturizing Bar Soap Sales Quantity by Country (2025-2030) & (K Units)

Table 136. North America Moisturizing Bar Soap Consumption Value by Country (2019-2024) & (USD Million)

Table 137. North America Moisturizing Bar Soap Consumption Value by Country (2025-2030) & (USD Million)

Table 138. Europe Moisturizing Bar Soap Sales Quantity by Type (2019-2024) & (K Units)

Table 139. Europe Moisturizing Bar Soap Sales Quantity by Type (2025-2030) & (K Units)

Table 140. Europe Moisturizing Bar Soap Sales Quantity by Application (2019-2024) & (K Units)

Table 141. Europe Moisturizing Bar Soap Sales Quantity by Application (2025-2030) & (K Units)

Table 142. Europe Moisturizing Bar Soap Sales Quantity by Country (2019-2024) & (K Units)

Table 143. Europe Moisturizing Bar Soap Sales Quantity by Country (2025-2030) & (K Units)

Table 144. Europe Moisturizing Bar Soap Consumption Value by Country (2019-2024) & (USD Million)

Table 145. Europe Moisturizing Bar Soap Consumption Value by Country (2025-2030) & (USD Million)

Table 146. Asia-Pacific Moisturizing Bar Soap Sales Quantity by Type (2019-2024) & (K Units)

Table 147. Asia-Pacific Moisturizing Bar Soap Sales Quantity by Type (2025-2030) & (K Units)

Table 148. Asia-Pacific Moisturizing Bar Soap Sales Quantity by Application (2019-2024) & (K Units)

Table 149. Asia-Pacific Moisturizing Bar Soap Sales Quantity by Application (2025-2030) & (K Units)

Table 150. Asia-Pacific Moisturizing Bar Soap Sales Quantity by Region (2019-2024) & (K Units)

Table 151. Asia-Pacific Moisturizing Bar Soap Sales Quantity by Region (2025-2030) & (K Units)

Table 152. Asia-Pacific Moisturizing Bar Soap Consumption Value by Region (2019-2024) & (USD Million)

Table 153. Asia-Pacific Moisturizing Bar Soap Consumption Value by Region (2025-2030) & (USD Million)

Table 154. South America Moisturizing Bar Soap Sales Quantity by Type (2019-2024) & (K Units)

Table 155. South America Moisturizing Bar Soap Sales Quantity by Type (2025-2030) & (K Units)

Table 156. South America Moisturizing Bar Soap Sales Quantity by Application (2019-2024) & (K Units)

Table 157. South America Moisturizing Bar Soap Sales Quantity by Application

(2025-2030) & (K Units)

Table 158. South America Moisturizing Bar Soap Sales Quantity by Country

(2019-2024) & (K Units)

Table 159. South America Moisturizing Bar Soap Sales Quantity by Country

(2025-2030) & (K Units)

Table 160. South America Moisturizing Bar Soap Consumption Value by Country

(2019-2024) & (USD Million)

Table 161. South America Moisturizing Bar Soap Consumption Value by Country

(2025-2030) & (USD Million)

Table 162. Middle East & Africa Moisturizing Bar Soap Sales Quantity by Type

(2019-2024) & (K Units)

Table 163. Middle East & Africa Moisturizing Bar Soap Sales Quantity by Type

(2025-2030) & (K Units)

Table 164. Middle East & Africa Moisturizing Bar Soap Sales Quantity by Application

(2019-2024) & (K Units)

Table 165. Middle East & Africa Moisturizing Bar Soap Sales Quantity by Application

(2025-2030) & (K Units)

Table 166. Middle East & Africa Moisturizing Bar Soap Sales Quantity by Region

(2019-2024) & (K Units)

Table 167. Middle East & Africa Moisturizing Bar Soap Sales Quantity by Region

(2025-2030) & (K Units)

Table 168. Middle East & Africa Moisturizing Bar Soap Consumption Value by Region

(2019-2024) & (USD Million)

Table 169. Middle East & Africa Moisturizing Bar Soap Consumption Value by Region

(2025-2030) & (USD Million)

Table 170. Moisturizing Bar Soap Raw Material

Table 171. Key Manufacturers of Moisturizing Bar Soap Raw Materials

Table 172. Moisturizing Bar Soap Typical Distributors

Table 173. Moisturizing Bar Soap Typical Customers

LIST OF FIGURE

s

Figure 1. Moisturizing Bar Soap Picture

Figure 2. Global Moisturizing Bar Soap Consumption Value by Type, (USD Million),
2019 & 2023 & 2030

Figure 3. Global Moisturizing Bar Soap Consumption Value Market Share by Type in
2023

Figure 4. Face Bar Soap Examples

Figure 5. Body Bar Soap Examples

Figure 6. Global Moisturizing Bar Soap Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 7. Global Moisturizing Bar Soap Consumption Value Market Share by Application in 2023

Figure 8. Household Examples

Figure 9. Commercial Examples

Figure 10. Global Moisturizing Bar Soap Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 11. Global Moisturizing Bar Soap Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 12. Global Moisturizing Bar Soap Sales Quantity (2019-2030) & (K Units)

Figure 13. Global Moisturizing Bar Soap Average Price (2019-2030) & (US\$/Unit)

Figure 14. Global Moisturizing Bar Soap Sales Quantity Market Share by Manufacturer in 2023

Figure 15. Global Moisturizing Bar Soap Consumption Value Market Share by Manufacturer in 2023

Figure 16. Producer Shipments of Moisturizing Bar Soap by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 17. Top 3 Moisturizing Bar Soap Manufacturer (Consumption Value) Market Share in 2023

Figure 18. Top 6 Moisturizing Bar Soap Manufacturer (Consumption Value) Market Share in 2023

Figure 19. Global Moisturizing Bar Soap Sales Quantity Market Share by Region (2019-2030)

Figure 20. Global Moisturizing Bar Soap Consumption Value Market Share by Region (2019-2030)

Figure 21. North America Moisturizing Bar Soap Consumption Value (2019-2030) & (USD Million)

Figure 22. Europe Moisturizing Bar Soap Consumption Value (2019-2030) & (USD Million)

Figure 23. Asia-Pacific Moisturizing Bar Soap Consumption Value (2019-2030) & (USD Million)

Figure 24. South America Moisturizing Bar Soap Consumption Value (2019-2030) & (USD Million)

Figure 25. Middle East & Africa Moisturizing Bar Soap Consumption Value (2019-2030) & (USD Million)

Figure 26. Global Moisturizing Bar Soap Sales Quantity Market Share by Type (2019-2030)

Figure 27. Global Moisturizing Bar Soap Consumption Value Market Share by Type

(2019-2030)

Figure 28. Global Moisturizing Bar Soap Average Price by Type (2019-2030) & (US\$/Unit)

Figure 29. Global Moisturizing Bar Soap Sales Quantity Market Share by Application (2019-2030)

Figure 30. Global Moisturizing Bar Soap Consumption Value Market Share by Application (2019-2030)

Figure 31. Global Moisturizing Bar Soap Average Price by Application (2019-2030) & (US\$/Unit)

Figure 32. North America Moisturizing Bar Soap Sales Quantity Market Share by Type (2019-2030)

Figure 33. North America Moisturizing Bar Soap Sales Quantity Market Share by Application (2019-2030)

Figure 34. North America Moisturizing Bar Soap Sales Quantity Market Share by Country (2019-2030)

Figure 35. North America Moisturizing Bar Soap Consumption Value Market Share by Country (2019-2030)

Figure 36. United States Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 37. Canada Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 38. Mexico Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 39. Europe Moisturizing Bar Soap Sales Quantity Market Share by Type (2019-2030)

Figure 40. Europe Moisturizing Bar Soap Sales Quantity Market Share by Application (2019-2030)

Figure 41. Europe Moisturizing Bar Soap Sales Quantity Market Share by Country (2019-2030)

Figure 42. Europe Moisturizing Bar Soap Consumption Value Market Share by Country (2019-2030)

Figure 43. Germany Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 44. France Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 45. United Kingdom Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 46. Russia Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

- Figure 47. Italy Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 48. Asia-Pacific Moisturizing Bar Soap Sales Quantity Market Share by Type (2019-2030)
- Figure 49. Asia-Pacific Moisturizing Bar Soap Sales Quantity Market Share by Application (2019-2030)
- Figure 50. Asia-Pacific Moisturizing Bar Soap Sales Quantity Market Share by Region (2019-2030)
- Figure 51. Asia-Pacific Moisturizing Bar Soap Consumption Value Market Share by Region (2019-2030)
- Figure 52. China Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 53. Japan Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 54. Korea Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 55. India Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 56. Southeast Asia Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 57. Australia Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 58. South America Moisturizing Bar Soap Sales Quantity Market Share by Type (2019-2030)
- Figure 59. South America Moisturizing Bar Soap Sales Quantity Market Share by Application (2019-2030)
- Figure 60. South America Moisturizing Bar Soap Sales Quantity Market Share by Country (2019-2030)
- Figure 61. South America Moisturizing Bar Soap Consumption Value Market Share by Country (2019-2030)
- Figure 62. Brazil Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 63. Argentina Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 64. Middle East & Africa Moisturizing Bar Soap Sales Quantity Market Share by Type (2019-2030)
- Figure 65. Middle East & Africa Moisturizing Bar Soap Sales Quantity Market Share by Application (2019-2030)
- Figure 66. Middle East & Africa Moisturizing Bar Soap Sales Quantity Market Share by

Region (2019-2030)

Figure 67. Middle East & Africa Moisturizing Bar Soap Consumption Value Market Share by Region (2019-2030)

Figure 68. Turkey Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 69. Egypt Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 70. Saudi Arabia Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 71. South Africa Moisturizing Bar Soap Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 72. Moisturizing Bar Soap Market Drivers

Figure 73. Moisturizing Bar Soap Market Restraints

Figure 74. Moisturizing Bar Soap Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of Moisturizing Bar Soap in 2023

Figure 77. Manufacturing Process Analysis of Moisturizing Bar Soap

Figure 78. Moisturizing Bar Soap Industrial Chain

Figure 79. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 80. Direct Channel Pros & Cons

Figure 81. Indirect Channel Pros & Cons

Figure 82. Methodology

Figure 83. Research Process and Data Source

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