

# **Organic Bar Soap Market Size, Share & Trends Analysis Report By Distribution Channel (Supermarkets/Hypermarkets, General Stores, Online), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Organic Bar Soap Market Growth & Trends**

The global organic bar soap market is expected to reach USD 3.64 billion by 2030, registering a CAGR of 8.2% from 2022 to 2030, according to a new report by Grand View Research, Inc. The market growth is attributed to the rising preference for natural and organic products that are functional as well as trendy. The availability of organic soaps with a wide range of natural fragrances is another factor driving the market.

Growing consumer interest in organic products is gaining traction, causing businesses and retailers to struggle to match rising customer demand for 'green' products with attributes such as organic, recyclable, fair trade, and sustainably produced. Dr. Squatch, for instance, sells handmade organic soaps while being transparent about the product's component list on the label.

Consumers are more inclined toward organic skin care products as a result of the COVID-19 pandemic, and the market has witnessed significant demand as a result of the growing interest in natural formulations in face/body skin care regimes. Skin sensitivity and awareness of the adverse effects of chemicals and synthetic items are two factors driving market expansion. Therefore, companies are focusing on developing solutions that are specifically tailored to meet the demands of different consumers, such

as dry, sensitive, acne-prone, aging, oily, or normal skin. For instance, in October 2019, The Eco Com announced the release of its new line of bar soaps, which include Vegan Sea Salt Soap, Beautiful Things Soap (Palmarosa + Grapefruit), Wanderlust Soap (Lavender + Tea Tree), and When Skies Are Grey Soap (Lemongrass + Lavender).

There has been a considerable shift in the channels through which people shop for organic products. Prior to COVID-19, the majority of beauty and personal care product purchases were made in stores. The lockdown severely impacted this aspect of the beauty industry as most of the brick-and-mortar stores were shut down for weeks. However, there has been a significant rise in sales through e-commerce channels in 2020. Several consumers started buying their personal care and grooming products online due to the pandemic.

### Organic Bar Soap Market Report Highlights

Based on distribution channel, the online segment dominated the market and accounted for 45.8% of the global revenue share in 2021 and is expected to retain its dominance over the forecast period. It is expected to grow at a CAGR of 8.3% during the forecast period.

The demand for organic bar soaps has increased as consumers' purchasing habits have been considerably impacted by the online distribution channel, which offers benefits such as doorstep service, quick payment options, huge discounts, and the availability of a diverse range of organic products on a single platform. Significant industry players are rapidly creating e-commerce websites due to increased internet users and customer desire for shopping apps.

Based on region, Asia Pacific dominated the market and accounted for a 33.1% share of global revenue in 2021 and consumes the most organic bar soaps, followed by North America and Europe.

However, global consumption of organic bar soaps is increasing, particularly in regions with a growing middle class due to rising interest in natural and organic ingredients in personal care products. India, in particular, is experiencing rapid growth in its middle-class population's organic product consumption.

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