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U.S. Bath And Shower Products Market Size, Share & Trends Analysis Report By Product (Shower Gels & Liquid Soap, Body Scrubs, Solid Soap), Product by End User, Product by Price Tier, Product by Distribution Channel, And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. bath and shower products market size was valued at USD 9.1 billion in 2025 and is expected to grow from USD 9.7 billion in 2026 to USD 16.4 billion by 2033, at a CAGR of 7.8% from 2026 to 2033. The market is driven by rising consumer focus on personal hygiene and skincare, increasing demand for premium and multifunctional bath and shower products, growing adoption of natural and organic formulations, and continued product innovation across body washes, shower gels, bath additives, and related personal care products.

The U.S. bath and shower products market is benefiting from the increasing integration of skincare benefits into everyday cleansing routines, as consumers seek products that provide more than basic cleansing. In March 2026, Vogue highlighted that body care was increasingly adopting a skincare-first approach, with ingredients such as ceramides, peptides, beta-glucan, retinol, and other targeted actives moving into body-care formulations. The publication also identified serum body washes as an emerging product format, with brands developing cleansers that combine cleansing with hydration, barrier support, and targeted skin benefits. This convergence of skincare and body cleansing is encouraging consumers to place greater consideration on formulation, ingredients, and specific skin concerns when purchasing bath and shower products.

Product innovation is increasingly centered on multifunctional body washes that

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combine cleansing with hydration, skin nourishment, exfoliation, and sensitive-skin care. In February 2025, Henkel reported that its Dial Healthy Hydration Body Wash was recognized as the 2025 Product of the Year winner in the Body Wash category, based on a consumer study involving 40,000 American shoppers. The formulation combines deep cleansing with hydration and contains shea butter extract, coconut milk, and hyaluronic acid, while offering a pH-balanced and paraben-free formulation. This development highlights how manufacturers are extending traditional cleansing products into multifunctional solutions that address both hygiene and skin-care needs.

Demand for efficacy-led personal-care products is encouraging bath and shower brands to move beyond basic cleansing and introduce formulations with targeted benefits. Circana reported in August 2025 that only 14% of U.S. beauty buyers believed higher prices indicated better quality, highlighting that consumers are increasingly assessing products based on perceived effectiveness and value rather than price alone. At the same time, Circana noted that the prestige body segment continued to thrive, with body creams, cleansers, and hand soaps among the significant contributors to growth. This emphasis on efficacy supports the development of body washes and cleansers incorporating moisturizing, exfoliating, soothing, and other functional attributes.

U.S. Bath And Shower Products Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. bath and shower products market on the basis of product, product by end user, product by price tier, and product by distribution channel.

Product Outlook (Revenue, USD Million, 2021 - 2033)

Shower Gels & Liquid Soap

Body Scrubs

Solid Soap

Others

Product By End User Outlook (Revenue, USD Million, 2021 - 2033)

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Shower Gels & Liquid Soap

Men

Women

Body Scrubs

Men

Women

Solid Soap

Men

Women

Others

Men

Women

Product By Price Tier Outlook (Revenue, USD Million, 2021 - 2033)

Shower Gels & Liquid Soap

Mass/economy

Prestige/premium

Luxury

Body Scrubs

Mass/economy

Prestige/premium

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Luxury

Solid Soap

Mass/economy

Prestige/premium

Luxury

Others

Mass/economy

Prestige/premium

Luxury

Product By Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Shower Gels & Liquid Soap

Hypermarkets & Supermarkets

Specialty Beauty Stores

Pharmacies & Drugstores

Online/E-commerce

Others

Body Scrubs

Hypermarkets & Supermarkets

Specialty Beauty Stores

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Pharmacies & Drugstores

Online/E-commerce

Others

Solid Soap

Hypermarkets & Supermarkets

Specialty Beauty Stores

Pharmacies & Drugstores

Online/E-commerce

Others

Others

Hypermarkets & Supermarkets

Specialty Beauty Stores

Pharmacies & Drugstores

Online/E-commerce

Others

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