

Bath and Shower Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/BDB957742FCBEN.html>

Date: June 2023

Pages: 145

Price: US\$ 2,499.00 (Single User License)

ID: BDB957742FCBEN

Abstracts

The global bath and shower products market size reached US\$ 47.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 63.4 Billion by 2028, exhibiting a growth rate (CAGR) of 4.7% during 2023-2028.

Bath and shower products refer to personal care products that help in cleansing, exfoliating and moistening the body. They assist in soothing stressed muscles, providing a feeling of freshness to the skin, and maintaining personal hygiene. They are formulated using water, emulsifiers, emollients, humectants, surfactants, preservatives and fragrances. At present, bath and shower products are generally available in the form of gels, bars, oils, cream, sprays, powder, lotions, etc.

The global market is experiencing growth on account of the inflating income levels and the growing awareness about personal hygiene among individuals. Apart from this, there is a rise in the demand for multi-functional products manufactured using natural and organic ingredients, such as shea butter, aloe vera, tea tree, glycerin, almond oil, argan oil and fruit extracts. Moreover, with the rising environmental concerns, leading manufacturers are focusing on introducing their products in sustainable, recyclable and eco-friendly packaging. They are also launching products with active ingredients like clay and salicylic acid to suit the skin and hair type of different users. Furthermore, due to the spread of the coronavirus disease (COVID-19), there is a significant rise in the demand for personal care items, such as bath and shower products, primarily through online distribution channels. This can be accredited to the lockdowns implementation by governments of various countries and the adoption of social distancing measures by people to prevent the spread of the pandemic.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global bath and shower products market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type and distribution channel.

Breakup by Type:

- Bar Soap
- Liquid Bath Products
- Shower Cream and Oil
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia Pacific
 - China
 - Japan
 - India
 - South Korea
- Australia
- Indonesia
- Others
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Bath & Body Works LLC (L Brands), Beiersdorf AG, Colgate-Palmolive Company, Estee Lauder Inc., Henkel AG & Co. KGaA, ITC Limited, Johnson & Johnson Consumer Inc., Kao Corporation, L'Oréal S.A., Plum Island Soap Co., The Procter & Gamble Company and Unilever.

Key Questions Answered in This Report:

How has the global bath and shower products market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global bath and shower products market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global bath and shower products market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL BATH AND SHOWER PRODUCTS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Bar Soap
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Liquid Bath Products
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Shower Cream and Oil

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets and Hypermarkets
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Convenience Stores
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Online Stores
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
- 8.2 Asia Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends

- 8.2.3.2 Market Forecast
- 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
- 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast

8.4.2 Mexico

8.4.2.1 Market Trends

8.4.2.2 Market Forecast

8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

9 SWOT ANALYSIS

9.1 Overview

9.2 Strengths

9.3 Weaknesses

9.4 Opportunities

9.5 Threats

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Bath & Body Works LLC (L Brands)

13.3.1.1 Company Overview

- 13.3.1.2 Product Portfolio
- 13.3.2 Beiersdorf AG
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
 - 13.3.2.3 Financials
 - 13.3.2.4 SWOT Analysis
- 13.3.3 Colgate-Palmolive Company
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
 - 13.3.3.3 Financials
 - 13.3.3.4 SWOT Analysis
- 13.3.4 Estee Lauder Inc.
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
- 13.3.5 Henkel AG & Co. KGaA
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
 - 13.3.5.3 Financials
 - 13.3.5.4 SWOT Analysis
- 13.3.6 ITC Limited
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
 - 13.3.6.3 Financials
 - 13.3.6.4 SWOT Analysis
- 13.3.7 Johnson & Johnson Consumer Inc.
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
- 13.3.8 Kao Corporation
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
 - 13.3.8.3 Financials
 - 13.3.8.4 SWOT Analysis
- 13.3.9 L'Oréal S.A.
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
 - 13.3.9.3 Financials
 - 13.3.9.4 SWOT Analysis
- 13.3.10 Plum Island Soap Co.
 - 13.3.10.1 Company Overview

- 13.3.10.2 Product Portfolio
- 13.3.11 The Procter & Gamble Company
 - 13.3.11.1 Company Overview
 - 13.3.11.2 Product Portfolio
 - 13.3.11.3 Financials
 - 13.3.11.4 SWOT Analysis
- 13.3.12 Unilever
 - 13.3.12.1 Company Overview
 - 13.3.12.2 Product Portfolio
 - 13.3.12.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Bath and Shower Products Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Bath and Shower Products Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Bath and Shower Products Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Bath and Shower Products Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Bath and Shower Products Market Structure

Table 6: Global: Bath and Shower Products Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Bath and Shower Products Market: Major Drivers and Challenges

Figure 2: Global: Bath and Shower Products Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Bath and Shower Products Market: Breakup by Type (in %), 2022

Figure 4: Global: Bath and Shower Products Market: Breakup by Distribution Channel (in %), 2022

Figure 5: Global: Bath and Shower Products Market: Breakup by Region (in %), 2022

Figure 6: Global: Bath and Shower Products Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 7: Global: Bath and Shower Products (Bar Soap) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Bath and Shower Products (Bar Soap) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Bath and Shower Products (Liquid Bath Products) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Bath and Shower Products (Liquid Bath Products) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Bath and Shower Products (Shower Cream and Oil) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Bath and Shower Products (Shower Cream and Oil) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Bath and Shower Products (Other Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Bath and Shower Products (Other Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Bath and Shower Products (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Bath and Shower Products (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Bath and Shower Products (Convenience Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Bath and Shower Products (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Bath and Shower Products (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Bath and Shower Products (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Bath and Shower Products (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Bath and Shower Products (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: North America: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: North America: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: United States: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: United States: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Canada: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Canada: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Asia Pacific: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Asia Pacific: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: China: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: China: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Japan: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Japan: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: India: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: India: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: South Korea: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: South Korea: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Australia: Bath and Shower Products Market: Sales Value (in Million US\$),

2017 & 2022

Figure 40: Australia: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Indonesia: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Indonesia: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Others: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Others: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Europe: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Europe: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Germany: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Germany: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: France: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: France: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: United Kingdom: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: United Kingdom: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Italy: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Italy: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Spain: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Spain: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Russia: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Russia: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Others: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Others: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Latin America: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Latin America: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Brazil: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Brazil: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Mexico: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Mexico: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Others: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Others: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Middle East and Africa: Bath and Shower Products Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Middle East and Africa: Bath and Shower Products Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Global: Bath and Shower Products Industry: SWOT Analysis

Figure 72: Global: Bath and Shower Products Industry: Value Chain Analysis

Figure 73: Global: Bath and Shower Products Industry: Porter's Five Forces Analysis

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