

# **Bath and Shower Products Market Report by Type (Bar Soap, Liquid Bath Products, Shower Cream and Oil, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global bath and shower products market size reached US\$ 49.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 72.4 Billion by 2032, exhibiting a growth rate (CAGR) of 4.1% during 2024-2032.

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 2024-2032. 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?

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