

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

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Abstracts

The global bath soap market size reached US\$ 22.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 29.3 Billion by 2028, exhibiting a growth rate (CAGR) of 4.1% during 2023-2028.

Bath soaps are personal care products made from a combination of alkalis, such as caustic soda and caustic potash. They also comprise glycerin, animal or vegetable fats, propylene glycol, allantoin, sodium laureth sulfate (SLS), and triethanolamine. They assist in unclogging pores, removing dirt and debris, and conditioning the skin. As they aid in maintaining the overall hygiene of an individual and are available in the form of powder, bar, flakes, or liquid, the demand for bath soaps is escalating across the globe.

Bath Soap Market Trends:

Due to the significant rise in pollution levels, there is an increase in the utilization of bath soaps around the world for protecting skin from infectious pollutants. This represents one of the key factors positively influencing the market. Apart from this, the easy availability of eco-friendly bath soaps made from organic and vegan ingredients are strengthening the growth of the market. Furthermore, leading players are focusing on the launch of innovative products with attractive and biodegradable packaging to expand their product portfolio. These players are also introducing premium product variants, which are made using an exotic ingredient selection, on account of improved living standards and growing awareness among the masses about personal hygiene. Besides this, they are considerably investing in engaging promotional campaigns like celebrity endorsements to create brand presence and expand the overall sales. Besides this, the rising cases of coronavirus disease (COVID-19) are positively influencing the sales of bath soaps via online distribution channels across the globe. This can be accredited to the implementation of stringent lockdown regulations in numerous

counties and the surging need for the adoption of social distancing measures.

Key Market Segmentation:

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

Breakup by Product Type:

Premium Products

Mass Products

At present, mass products account for majority of the total global market as they are affordable as compared to premium products.

Breakup by Form:

Solid Bath Soaps

Liquid Bath Soaps

Presently, solid bath soaps hold the largest market share as their packaging is more eco-friendly.

Breakup by Distribution Channel:

Supermarkets and hypermarkets

Convenience stores

Pharmacies

Specialty Stores

Online

Others

Breakup by Region:

Asia Pacific

Europe

North America

Latin America

Middle East and Africa

Amongst these, Asia Pacific enjoys the leading position in the market due to the significantly growing population in the region.

Competitive Landscape:

The competitive landscape of the industry has also been examined, along with the profiles of the key players being Procter and Gamble, Unilever and Colgate Palmolive.

This report provides a deep insight into the global bath soap industry covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. The report also provides a comprehensive analysis for setting up a bath soap manufacturing plant. The study analyses the processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the bath soap industry in any manner.

Key Questions Answered in This Report

1. What was the size of the global bath soap market in 2022?
2. What is the expected growth rate of the global bath soap market during 2023-2028?
3. What are the key factors driving the global bath soap market?
4. What has been the impact of COVID-19 on the global bath soap market?
5. What is the breakup of the global bath soap market based on the product type?
6. What is the breakup of the global bath soap market based on the form?
7. What are the key regions in the global bath soap market?
8. Who are the key companies/players in the global bath soap market?

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