

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

<https://marketpublishers.com/r/B3D0340AF0EEN.html>

Date: January 2023

Pages: 126

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

ID: B3D0340AF0EEN

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?

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 SOAP INDUSTRY

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Region
- 5.5 Market Breakup by Product Type
- 5.6 Market Breakup by Form
- 5.7 Market Breakup by Distribution Channel
- 5.8 Market Forecast
- 5.9 SWOT Analysis
 - 5.9.1 Overview
 - 5.9.2 Strengths
 - 5.9.3 Weaknesses
 - 5.9.4 Opportunities
 - 5.9.5 Threats

- 5.10 Value Chain Analysis
 - 5.10.1 Research and Development
 - 5.10.2 Raw Material Procurement
 - 5.10.3 Manufacturing
 - 5.10.4 Distribution
 - 5.10.5 Exports
 - 5.10.6 Retailers
 - 5.10.7 End-Use
- 5.11 Porter's Five Forces Analysis
 - 5.11.1 Overview
 - 5.11.2 Bargaining Power of Buyers
 - 5.11.3 Bargaining Power of Suppliers
 - 5.11.4 Degree of Competition
 - 5.11.5 Threat of New Entrants
 - 5.11.6 Threat of Substitutes
- 5.12 Price Analysis
 - 5.12.1 Key Price Indicators
 - 5.12.2 Price Structure
 - 5.12.3 Margin Analysis
- 5.13 Key Market Drivers and Success Factors

6 PERFORMANCE OF KEY REGIONS

- 6.1 Asia Pacific
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Europe
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 North America
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Latin America
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Middle East and Africa
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 PERFORMANCE BY PRODUCT TYPE

7.1 Premium Products

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Mass Products

7.2.1 Market Trends

7.2.2 Market Forecast

8 PERFORMANCE BY FORM

8.1 Solid Bath Soaps

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Liquid Bath Soaps

8.2.1 Market Trends

8.2.2 Market Forecast

9 PERFORMANCE BY DISTRIBUTION CHANNEL

9.1 Supermarkets and Hypermarkets

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Convenience Stores

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Pharmacies

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Specialty Stores

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Online

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Others

9.6.1 Market Trends

9.6.2 Market Forecast

10 COMPETITIVE LANDSCAPE

- 10.1 Competitive Structure
- 10.2 Market Breakup of Key Players

11 BATH SOAP MANUFACTURING PROCESS

- 11.1 Product Overview
- 11.2 Detailed Process Flow
- 11.3 Various Types of Unit Operations Involved
- 11.4 Mass Balance and Raw Material Requirements

12 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

- 12.1 Land Requirements and Expenditures
- 12.2 Construction Requirements and Expenditures
- 12.3 Plant Layout
- 12.4 Plant Machinery
- 12.5 Raw Material Requirements and Expenditures
- 12.6 Raw Material and Final Product Pictures
- 12.7 Packaging Requirements and Expenditures
- 12.8 Transportation Requirements and Expenditures
- 12.9 Utility Requirements and Expenditures
- 12.10 Manpower Requirements and Expenditures
- 12.11 Other Capital Investments

13 LOANS AND FINANCIAL ASSISTANCE

14 PROJECT ECONOMICS

- 14.1 Capital Cost of the Project
- 14.2 Techno-Economic Parameters
- 14.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 14.4 Taxation and Depreciation
- 14.5 Income Projections
- 14.6 Expenditure Projections
- 14.7 Financial Analysis
- 14.8 Profit Analysis

15 KEY PLAYER PROFILES

15.1 Procter and Gamble

15.1.1 Company Overview

15.1.2 Description

15.1.3 Product Portfolio

15.1.4 SWOT

15.1.5 Financials

15.2 Unilever

15.2.1 Company Overview

15.2.2 Description

15.2.3 Product Portfolio

15.2.4 SWOT

15.2.5 Financials

15.3 Colgate Palmolive

15.3.1 Company Overview

15.3.2 Description

15.3.3 Product Portfolio

15.3.4 SWOT

15.3.5 Financials

List Of Tables

LIST OF TABLES

- Table 1: Global: Bath Soap Market: Key Industry Highlights, 2022 and 2028
- Table 2: Global: Bath Soap Market Forecast: Breakup by Region (in Million US\$), 2023-2028
- Table 3: Global: Bath Soap Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028
- Table 4: Global: Bath Soap Market Forecast: Breakup by Form (in Million US\$), 2023-2028
- Table 5: Global: Bath Soap Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028
- Table 6: Global: Bath Soap Market: Competitive Structure
- Table 7: Global: Bath Soap Market: Key Players
- Table 8: Bath Soap Manufacturing Plant: Costs Related to Land and Site Development (in US\$)
- Table 9: Bath Soap Manufacturing Plant: Costs Related to Civil Works (in US\$)
- Table 10: Bath Soap Manufacturing Plant: Costs Related to Machinery Unit (in US\$)
- Table 11: Bath Soap Manufacturing Plant: Raw Material Requirements and Expenditures
- Table 12: Bath Soap Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)
- Table 13: Bath Soap Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)
- Table 14: Details of Financial Assistance Offered by Financial Institutions
- Table 15: Bath Soap Manufacturing Plant: Capital Costs (in US\$)
- Table 16: Bath Soap Manufacturing Plant: Techno-Economic Parameters
- Table 17: Bath Soap Manufacturing Plant: Taxation and Depreciation
- Table 18: Bath Soap Manufacturing Plant: Income Projections (in US\$)
- Table 19: Bath Soap Manufacturing Plant: Expenditure Projections (in US\$)
- Table 20: Bath Soap Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in US\$)
- Table 21: Bath Soap Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)
- Table 22: Bath Soap Manufacturing Plant: Profit and Loss Account (in US\$)

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Bath Soap Market: Major Drivers and Drivers
- Figure 2: Global: Bath Soap Market: Value Trends (in Billion US\$), 2017-2022
- Figure 3: Global: Bath Soap Market: Breakup by Region (in %), 2022
- Figure 4: Global: Bath Soap Market: Breakup by Product Type (in %), 2022
- Figure 5: Global: Bath Soap Market: Breakup by Form (in %), 2022
- Figure 6: Global: Bath Soap Market: Breakup by Distribution Channel (in %), 2022
- Figure 7: Global: Bath Soap Market Forecast: Value Trends (in Billion US\$), 2023-2028
- Figure 8: Global: Bath Soap Industry: SWOT Analysis
- Figure 9: Global: Bath Soap Industry: Value Chain Analysis
- Figure 10: Global: Bath Soap Industry: Porter's Five Forces Analysis
- Figure 11: Bath Soap Market: Price Structure
- Figure 12: Asia Pacific: Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 13: Asia Pacific: Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 14: Europe: Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 15: Europe: Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 16: North America: Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 17: North America: Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 18: Latin America: Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 19: Latin America: Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 20: Middle East and Africa: Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 21: Middle East and Africa: Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 22: Global: Premium Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 23: Global: Premium Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 24: Global: Mass Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 25: Global: Mass Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 26: Global: Solid Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 27: Global: Solid Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 28: Global: Liquid Bath Soap Market (in Million US\$), 2017 & 2022
- Figure 29: Global: Liquid Bath Soap Market Forecast (in Million US\$), 2023-2028
- Figure 30: Global: Bath Soap Market: Sales through Supermarkets & Hypermarkets (in Million US\$), 2017 & 2022
- Figure 31: Global: Bath Soap Market Forecast: Sales through Supermarkets & Hypermarkets (in Million US\$), 2023-2028
- Figure 32: Global: Bath Soap Market: Sales through Convenience Stores (in Million

US\$), 2017 & 2022

Figure 33: Global: Bath Soap Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 34: Global: Bath Soap Market: Sales through Pharmacies (in Million US\$), 2017 & 2022

Figure 35: Global: Bath Soap Market Forecast: Sales through Pharmacies (in Million US\$), 2023-2028

Figure 36: Global: Bath Soap Market: Sales through Specialty Stores (in Million US\$), 2017 & 2022

Figure 37: Global: Bath Soap Market Forecast: Sales through Specialty Stores (in Million US\$), 2023-2028

Figure 38: Global: Bath Soap Market: Online Sales (in Million US\$), 2017 & 2022

Figure 39: Global: Bath Soap Market Forecast: Online Sales (in Million US\$), 2023-2028

Figure 40: Global: Bath Soap Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 41: Global: Bath Soap Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 42: Bath Soap Manufacturing Plant: Detailed Process Flow

Figure 43: Bath Soap Manufacturing Process: Conversion Rate of Feedstocks

Figure 44: Bath Soap Manufacturing Plant: Proposed Plant Layout

Figure 45: Bath Soap Manufacturing Plant: Breakup of Capital Costs (in %)

Figure 46: Bath Soap Industry: Profit Margins at Various Levels of the Supply Chain

Figure 47: Bath Soap Production: Manufacturing Cost Breakup (in %)

I would like to order

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

Product link: <https://marketpublishers.com/r/B3D0340AF0EEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B3D0340AF0EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

