

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

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Abstracts

The global liquid soap market size reached US\$ 19.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 28.7 Billion by 2028, exhibiting a growth rate (CAGR) of 6.3% during 2023-2028.

Liquid soap is a cleansing agent made from the salts of vegetable or animal fats, which is effective against bacteria and viruses. It has added moisturizers to prevent hands from getting dry and a lower pH level than bar soaps, making it suitable for people with sensitive skin. Due to its easy accessibility, convenience, and cost benefits, liquid soap is widely used for various household purposes, such as floor cleaning, maintaining hygiene, and washing clothes.

Liquid Soap Market Trends:

At present, the growing concerns about hygiene and cleanliness, along with the rising adoption of safety measures in homes, offices, and public places, represent one of the primary factors catalyzing the demand for liquid soap worldwide. Apart from this, with the introduction of touch-free hand hygiene dispensers, liquid soap is extensively used to maintain sanitation and sterility in hospitals and healthcare facilities. This can also be attributed to the coronavirus disease (COVID-19) outbreak and rising cases of infectious diseases like cold and chickenpox. Furthermore, liquid soap is utilized for maintaining hygiene requirements in hotels, quick-service restaurants (QSRs), and food processing. Besides this, key players are offering multi-purpose liquid soap with an advanced cleaning formula that can be used for dish wash, kitchen utensils, vehicles, and furniture. Moreover, they are focusing on developing organic variants that do not contain perfumes, gluten, dyes, allergens, animal by-products and harsh chemicals, such as phosphates, chlorine and petrochemicals. As these products are made from sustainable, plant-derived ingredients, which enhance their softening properties, reduce

crumples, and prevent fading of color, rising environmental concerns among individuals are anticipated to provide a positive outlook for the market in the upcoming years.

Key Market Segmentation:

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

Breakup by Type:

- Organic
- Conventional

Breakup by Product Type:

- Bath and Body Soaps
- Dish Wash Soap
- Laundry Soaps
- Others

Breakup by Distribution Channel:

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

Breakup by Application:

- Households
- Commercial

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 competitive landscape of the industry has also been examined along with the profiles of the key players being 3M Company, Cleenol Group Ltd., Colgate-Palmolive Company, Godrej Consumer Products Limited, GOJO Industries Inc., Henkel AG & Co. KGaA, Kao Corporation, Lion Corporation, Medline Industries LP, Procter & Gamble Company, Reckitt Benckiser Group PLC and Unilever PLC.

Key Questions Answered in This Report

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

channel?

8. What is the breakup of the global liquid soap market based on the application?
9. What are the key regions in the global liquid soap market?
10. Who are the key players/companies in the global liquid soap market?

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