

# **North America Bath Soap Market Report by Product Type (Premium Products, Mass Products), Form (Solid Bath Soaps, Liquid Bath Soaps), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Pharmacies, Specialty Stores, Online Stores, and Others), and Country 2024-2032**

<https://marketpublishers.com/r/NFD09CEACE84EN.html>

Date: April 2024

Pages: 124

Price: US\$ 3,699.00 (Single User License)

ID: NFD09CEACE84EN

## **Abstracts**

The North America bath soap market size reached US\$ 4.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 7.5 Billion by 2032, exhibiting a growth rate (CAGR) of 4.9% during 2024-2032.

Bath soap refers to a cleaning agent which is made from a combination of alkalis, such as caustic soda and caustic potash, with vegetable/animal fat oil extraction. The bath soaps are available in the form of bar, powder, flakes or liquid. These soaps are an essential component of the personal care routine as it helps in removing dirt, unclogging pores and healthy conditioning of the skin. Moreover, the bath soaps maintain hygiene and odor of the body.

North America Bath Soap Market Trends:

North America provides an expanding market for the bath soaps. Rapidly increasing population, growing hygiene awareness among the consumers and new product innovations are driving the bath soap market in the region. In addition to this, easy availability, infusion of newer fragrances, attractive packaging and distinctive products for men and women boosts demand for the product. Rising globalization has led to the introduction of eco-friendly products containing natural ingredients, such as sea salt, along with refill and biodegradable packaging. The demand for the product is expected to be fueled by enlargement of supermarkets, product publicity in media and rising

economy of the region in the upcoming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America bath soap market report, along with forecasts at the regional and country levels from 2024-2032. Our report has categorized the market based on product type, form and distribution channel.

#### Breakup by Product Type:

Premium Products  
Mass Products

#### Breakup by Form:

Solid Bath Soaps  
Liquid Bath Soaps

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets  
Convenience Stores  
Pharmacies  
Specialty Stores  
Online Stores  
Others

#### Breakup by Country:

United States  
Canada  
Mexico

#### Report Scope:

Historical, Current and Future Market Trends  
Value Chain Analysis  
Key Drivers and Challenges  
Porters Five Forces Analysis

## PESTEL Analysis Government Regulations

### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players.

IMARC Group's latest report provides a deep insight into North America bath soap market 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. 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 North America bath soap market in any manner.

### Key Questions Answered in This Report

1. What was the size of the North America bath soap market in 2023?
2. What is the expected growth rate of the North America bath soap market during 2024-2032?
3. What has been the impact of COVID-19 on the North America bath soap market?
4. What are the key factors driving the North America bath soap market?
5. What is the breakup of the North America bath soap market based on the product type?
6. What is the breakup of the North America bath soap market based on the form?
7. What is the breakup of the North America bath soap market based on the distribution channel?
8. What are the key regions in the North America 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 MARKET**

- 5.1 Market Performance
- 5.2 Market Breakup by Product Type
- 5.3 Market Breakup by Form
- 5.4 Market Breakup by Distribution Channel
- 5.5 Market Breakup by Region
- 5.6 Market Forecast

### **6 NORTH AMERICA BATH SOAP MARKET**

- 6.1 Market Performance
- 6.2 Impact of COVID-19
- 6.3 Market Forecast

### **7 NORTH AMERICA BATH SOAP MARKET: BREAKUP BY PRODUCT TYPE**

*North America Bath Soap Market Report by Product Type (Premium Products, Mass Products), Form (Solid Bath Soap...*

7.1 Premium Products

7.2 Mass Products

## **8 NORTH AMERICA BATH SOAP MARKET: BREAKUP BY FORM**

8.1 Solid Bath Soaps

8.2 Liquid Bath Soaps

## **9 NORTH AMERICA BATH SOAP MARKET: BREAKUP BY DISTRIBUTION CHANNEL**

9.1 Supermarkets and Hypermarkets

9.2 Convenience Stores

9.3 Pharmacies

9.4 Specialty Stores

9.5 Online Stores

9.6 Others

## **10 NORTH AMERICA BATH SOAP MARKET: BREAKUP BY COUNTRY**

10.1 United States

10.1.1 Historical Market Trends

10.1.2 Market Breakup by Product Type

10.1.3 Market Breakup by Form

10.1.4 Market Breakup by Distribution Channel

10.1.5 Market Forecast

10.2 Canada

10.2.1 Historical Market Trends

10.2.2 Market Breakup by Product Type

10.2.3 Market Breakup by Form

10.2.4 Market Breakup by Distribution Channel

10.2.5 Market Forecast

10.3 Mexico

10.3.1 Historical Market Trends

10.3.2 Market Breakup by Product Type

10.3.3 Market Breakup by Form

10.3.4 Market Breakup by Distribution Channel

10.3.5 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

- 12.1 Overview
- 12.2 Research and Development
- 12.3 Raw Material Procurement
- 12.4 Manufacturing
- 12.5 Distribution
- 12.6 Exporters
- 12.7 Retailers
- 12.8 End-Use

## **13 PORTER'S FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Rivalry
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players

## List Of Tables

### LIST OF TABLES

Table 1: North America: Bath Soap Market: Key Industry Highlights, 2023 and 2032

Table 2: North America: Bath Soap Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: North America: Bath Soap Market Forecast: Breakup by Form (in Million US\$), 2024-2032

Table 4: North America: Bath Soap Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: North America: Bath Soap Market Forecast: Breakup by Country (in Million US\$), 2024-2032

Table 6: North America: Bath Soap Market: Competitive Structure

Table 7: North America: Bath Soap Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: North America: Bath Soap Market: Major Drivers and Challenges

Figure 2: Global: Bath Soap Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Bath Soap Market: Breakup by Product Type (in %), 2023

Figure 4: Global: Bath Soap Market: Breakup by Distribution Channel (in %), 2023

Figure 5: Global: Bath Soap Market: Breakup by Form (in %), 2023

Figure 6: Global: Bath Soap Market: Breakup by Region (in %), 2023

Figure 7: Global: Bath Soap Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 8: North America: Bath Soap Market: Sales Value (in Billion US\$), 2018-2023

Figure 9: North America: Bath Soap Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 10: North America: Bath Soap Market: Breakup by Product Type (in %), 2023

Figure 11: North America: Bath Soap (Premium Products) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: North America: Bath Soap (Premium Products) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: North America: Bath Soap (Mass Products) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: North America: Bath Soap (Mass Products) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: North America: Bath Soap Market: Breakup by Form (in %), 2023

Figure 16: North America: Bath Soap (Solid Bath Soaps) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: North America: Bath Soap (Solid Bath Soaps) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: North America: Bath Soap (Liquid Bath Soaps) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: North America: Bath Soap (Liquid Bath Soaps) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: North America: Bath Soap Market: Breakup by Distribution Channel (in %), 2023

Figure 21: North America: Bath Soap Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 22: North America: Bath Soap Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 23: North America: Bath Soap Market: Sales through Convenience Stores (in



Million US\$), 2018 & 2023

Figure 24: North America: Bath Soap Market Forecast: Sales through Convenience Stores (in Million US\$), 2024-2032

Figure 25: North America: Bath Soap Market: Sales through Pharmacies (in Million US\$), 2018 & 2023

Figure 26: North America: Bath Soap Market Forecast: Sales through Pharmacies (in Million US\$), 2024-2032

Figure 27: North America: Bath Soap Market: Sales through Specialty Stores (in Million US\$), 2018 & 2023

Figure 28: North America: Bath Soap Market Forecast: Sales through Specialty Stores (in Million US\$), 2024-2032

Figure 29: North America: Bath Soap Market: Sales through Online Stores (in Million US\$), 2018 & 2023

Figure 30: North America: Bath Soap Market Forecast: Sales through Online Stores (in Million US\$), 2024-2032

Figure 31: North America: Bath Soap Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 32: North America: Bath Soap Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032

Figure 33: North America: Bath Soap Market: Breakup by Country (in %), 2023

Figure 34: United States: Bath Soap Market: Sales Value (in Million US\$), 2018-2023

Figure 35: United States: Bath Soap Market: Breakup by Product Type (in %), 2023

Figure 36: United States: Bath Soap Market: Breakup by Form (in %), 2023

Figure 37: United States: Bath Soap Market: Breakup by Distribution Channel (in %), 2023

Figure 38: United States: Bath Soap Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Canada: Bath Soap Market: Sales Value (in Million US\$), 2018-2023

Figure 40: Canada: Bath Soap Market: Breakup by Product Type (in %), 2023

Figure 41: Canada: Bath Soap Market: Breakup by Form (in %), 2023

Figure 42: Canada: Bath Soap Market: Breakup by Distribution Channel (in %), 2023

Figure 43: Canada: Bath Soap Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Mexico: Bath Soap Market: Sales Value (in Million US\$), 2018-2023

Figure 45: Mexico: Bath Soap Market: Breakup by Product Type (in %), 2023

Figure 46: Mexico: Bath Soap Market: Breakup by Form (in %), 2023

Figure 47: Mexico: Bath Soap Market: Breakup by Distribution Channel (in %), 2023

Figure 48: Mexico: Bath Soap Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: North America: Bath Soap Industry: SWOT Analysis

Figure 50: North America: Bath Soap Industry: Value Chain Analysis

Figure 51: North America: Bath Soap Industry: Porter's Five Forces Analysis

## I would like to order

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