

# Shampoo Bar Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application

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## Abstracts

### Shampoo Bar Market Summary

#### Introduction and Market Overview

Shampoo bars, solid alternatives to liquid shampoos, are increasingly popular due to their alignment with global sustainability trends and consumer preferences for eco-friendly personal care products. With 300 million tons of plastic waste generated annually and 70% of consumers aiming to reduce plastic use, shampoo bars offer a plastic-free solution, particularly appealing in regions with strong zero-waste movements. The demand for natural and organic formulations, driven by health concerns over sulfates and parabens, is evident in the 8% growth of the organic personal care market in 2023. Shampoo bars, often made with ingredients like coconut oil, shea butter, and essential oils, cater to health-conscious consumers seeking chemical-free options. The resurgence of global tourism, with 1.3 billion international travelers in 2023, highlights the appeal of portable, travel-friendly haircare solutions. Social media, with 4.9 billion users in 2023, amplifies brand reach through beauty influencers, while e-commerce, growing 9% in 2024, expands market access via platforms like Amazon and direct-to-consumer websites. The global shampoo bar market is estimated at USD 10.0-15.0 billion in 2025, with a CAGR of 5%-9% through 2030, driven by environmental consciousness, health trends, and digital marketing.

#### Regional Market Trends

Europe: Germany, France, and the UK lead adoption, fueled by robust zero-waste initiatives and preference for organic personal care products.

**North America:** The U.S. and Canada see strong demand for sustainable and travel-friendly shampoo bars, particularly among urban consumers.

**Asia Pacific:** China, India, and Japan experience growth driven by rising environmental awareness and beauty trends among younger demographics.

**Rest of the World:** Brazil and Australia show increasing interest in eco-conscious haircare solutions, supported by local sustainability movements.

### Distribution Channel Analysis

**Online:** Expected growth of 6%-10%, driven by e-commerce platforms and direct-to-consumer models. Trends include subscription services, influencer collaborations, and eco-focused digital campaigns.

**Offline:** Projected growth of 4%-8%, through specialty stores, supermarkets, and eco-friendly retail outlets. Trends emphasize in-store sustainability branding and product education.

### Key Market Players

**L'Oréal:** Develops sustainable shampoo bars under its eco-conscious brand lines, targeting environmentally aware consumers.

**Lush Retail:** Pioneers plastic-free shampoo bars with vibrant, natural formulations appealing to ethical shoppers.

**Ethique Limited:** Focuses on biodegradable, zero-waste shampoo bars with plant-based ingredients.

**Procter & Gamble:** Offers shampoo bars designed for eco-friendly and health-conscious markets.

**Shiseido:** Markets premium shampoo bars tailored for Asian consumers, emphasizing natural extracts.

## Porter's Five Forces Analysis

**Threat of New Entrants:** Moderate, as low production costs enable market entry, but established brands with eco-certifications and loyal customer bases create barriers.

**Threat of Substitutes:** Moderate, with liquid shampoos, dry shampoos, and co-washing products as alternatives, though eco-friendly positioning limits substitution.

**Bargaining Power of Buyers:** High, due to numerous options and consumer emphasis on sustainability, price, and efficacy.

**Bargaining Power of Suppliers:** Low, given the abundance of natural raw materials like plant oils, herbs, and butters globally.

**Competitive Rivalry:** High, driven by innovation in sustainable packaging, organic formulations, and aggressive digital marketing strategies.

## Market Opportunities and Challenges

### Opportunities:

Capitalizing on the global push to reduce 300 million tons of plastic waste annually and 70% consumer demand for plastic-free products.

Leveraging the 8% growth in the organic personal care market to expand natural shampoo bar offerings.

Meeting the needs of 1.3 billion international travelers with portable, TSA-compliant products.

Harnessing 4.9 billion social media users and 9% e-commerce growth for brand visibility and sales.

Innovating with biodegradable packaging and vegan formulations to attract eco-conscious consumers.

Expanding into emerging markets with growing environmental awareness, such as India and Brazil.

#### Challenges:

Competing with traditional liquid shampoos and emerging haircare alternatives.

High costs associated with sourcing certified organic and sustainable ingredients.

Overcoming consumer perceptions that shampoo bars are less effective or convenient than liquids.

Navigating stringent regulations on environmental and health claims in different regions.

Managing supply chain risks for natural and biodegradable materials amid global disruptions.

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 ABBREVIATION AND ACRONYMS**

### **CHAPTER 3 PREFACE**

- 3.1 Research Scope
- 3.2 Research Sources
  - 3.2.1 Data Sources
  - 3.2.2 Assumptions
- 3.3 Research Method

### **CHAPTER 4 MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 Classification/Types
- 4.3 Application/End Users

### **CHAPTER 5 MARKET TREND ANALYSIS**

- 5.1 Introduction
- 5.2 Drivers
- 5.3 Restraints
- 5.4 Opportunities
- 5.5 Threats

### **CHAPTER 6 INDUSTRY CHAIN ANALYSIS**

- 6.1 Upstream/Suppliers Analysis
- 6.2 Shampoo Bar Analysis
  - 6.2.1 Technology Analysis
  - 6.2.2 Cost Analysis
  - 6.2.3 Market Channel Analysis
- 6.3 Downstream Buyers/End Users

### **CHAPTER 7 LATEST MARKET DYNAMICS**

- 7.1 Latest News
- 7.2 Merger and Acquisition
- 7.3 Planned/Future Project
- 7.4 Policy Dynamics

## **CHAPTER 8 TRADING ANALYSIS**

- 8.1 Export of Shampoo Bar by Region
- 8.2 Import of Shampoo Bar by Region
- 8.3 Balance of Trade

## **CHAPTER 9 HISTORICAL AND FORECAST SHAMPOO BAR MARKET IN NORTH AMERICA (2020-2030)**

- 9.1 Shampoo Bar Market Size
- 9.2 Shampoo Bar Demand by End Use
- 9.3 Competition by Players/Suppliers
- 9.4 Type Segmentation and Price
- 9.5 Key Countries Analysis
  - 9.5.1 United States
  - 9.5.2 Canada
  - 9.5.3 Mexico

## **CHAPTER 10 HISTORICAL AND FORECAST SHAMPOO BAR MARKET IN SOUTH AMERICA (2020-2030)**

- 10.1 Shampoo Bar Market Size
- 10.2 Shampoo Bar Demand by End Use
- 10.3 Competition by Players/Suppliers
- 10.4 Type Segmentation and Price
- 10.5 Key Countries Analysis
  - 10.5.1 Brazil
  - 10.5.2 Argentina
  - 10.5.3 Chile
  - 10.5.4 Peru

## **CHAPTER 11 HISTORICAL AND FORECAST SHAMPOO BAR MARKET IN ASIA & PACIFIC (2020-2030)**

- 11.1 Shampoo Bar Market Size
- 11.2 Shampoo Bar Demand by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Type Segmentation and Price
- 11.5 Key Countries Analysis
  - 11.5.1 China
  - 11.5.2 India
  - 11.5.3 Japan
  - 11.5.4 South Korea
  - 11.5.5 Southeast Asia
  - 11.5.6 Australia

## **CHAPTER 12 HISTORICAL AND FORECAST SHAMPOO BAR MARKET IN EUROPE (2020-2030)**

- 12.1 Shampoo Bar Market Size
- 12.2 Shampoo Bar Demand by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Type Segmentation and Price
- 12.5 Key Countries Analysis
  - 12.5.1 Germany
  - 12.5.2 France
  - 12.5.3 United Kingdom
  - 12.5.4 Italy
  - 12.5.5 Spain
  - 12.5.6 Belgium
  - 12.5.7 Netherlands
  - 12.5.8 Austria
  - 12.5.9 Poland
  - 12.5.10 Russia

## **CHAPTER 13 HISTORICAL AND FORECAST SHAMPOO BAR MARKET IN MEA (2020-2030)**

- 13.1 Shampoo Bar Market Size
- 13.2 Shampoo Bar Demand by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Type Segmentation and Price
- 13.5 Key Countries Analysis

- 13.5.1 Egypt
- 13.5.2 Israel
- 13.5.3 South Africa
- 13.5.4 Gulf Cooperation Council Countries
- 13.5.5 Turkey

## **CHAPTER 14 SUMMARY FOR GLOBAL SHAMPOO BAR MARKET (2020-2025)**

- 14.1 Shampoo Bar Market Size
- 14.2 Shampoo Bar Demand by End Use
- 14.3 Competition by Players/Suppliers
- 14.4 Type Segmentation and Price

## **CHAPTER 15 GLOBAL SHAMPOO BAR MARKET FORECAST (2025-2030)**

- 15.1 Shampoo Bar Market Size Forecast
- 15.2 Shampoo Bar Demand Forecast
- 15.3 Competition by Players/Suppliers
- 15.4 Type Segmentation and Price Forecast

## **CHAPTER 16 ANALYSIS OF GLOBAL KEY VENDORS**

- 16.1 L'Oréal
  - 16.1.1 Company Profile
  - 16.1.2 Main Business and Shampoo Bar Information
  - 16.1.3 SWOT Analysis of L'Oréal
  - 16.1.4 L'Oréal Shampoo Bar Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.2 Lush Retail
  - 16.2.1 Company Profile
  - 16.2.2 Main Business and Shampoo Bar Information
  - 16.2.3 SWOT Analysis of Lush Retail
  - 16.2.4 Lush Retail Shampoo Bar Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.3 Ethique Limited
  - 16.3.1 Company Profile
  - 16.3.2 Main Business and Shampoo Bar Information
  - 16.3.3 SWOT Analysis of Ethique Limited
  - 16.3.4 Ethique Limited Shampoo Bar Sales, Revenue, Price and Gross Margin (2020-2025)

## 16.4 Procter & Gamble

### 16.4.1 Company Profile

### 16.4.2 Main Business and Shampoo Bar Information

### 16.4.3 SWOT Analysis of Procter & Gamble

### 16.4.4 Procter & Gamble Shampoo Bar Sales, Revenue, Price and Gross Margin (2020-2025)

## 16.5 Shiseido

### 16.5.1 Company Profile

### 16.5.2 Main Business and Shampoo Bar Information

### 16.5.3 SWOT Analysis of Shiseido

### 16.5.4 Shiseido Shampoo Bar Sales, Revenue, Price and Gross Margin (2020-2025)

## 16.6 Davines

### 16.6.1 Company Profile

### 16.6.2 Main Business and Shampoo Bar Information

### 16.6.3 SWOT Analysis of Davines

### 16.6.4 Davines Shampoo Bar Sales, Revenue, Price and Gross Margin (2020-2025)

Please ask for sample pages for full companies list

Tables and Figures

Table Abbreviation and Acronyms List

Table Research Scope of Shampoo Bar Report

Table Data Sources of Shampoo Bar Report

Table Major Assumptions of Shampoo Bar Report

Figure Market Size Estimated Method

Figure Major Forecasting Factors

Figure Shampoo Bar Picture

Table Shampoo Bar Classification

Table Shampoo Bar Applications List

Table Drivers of Shampoo Bar Market

Table Restraints of Shampoo Bar Market

Table Opportunities of Shampoo Bar Market

Table Threats of Shampoo Bar Market

Table Covid-19 Impact For Shampoo Bar Market

Table Raw Materials Suppliers List

Table Different Production Methods of Shampoo Bar

Table Cost Structure Analysis of Shampoo Bar

Table Key End Users List

Table Latest News of Shampoo Bar Market

Table Merger and Acquisition List

Table Planned/Future Project of Shampoo Bar Market

Table Policy of Shampoo Bar Market  
Table 2020-2030 Regional Export of Shampoo Bar  
Table 2020-2030 Regional Import of Shampoo Bar  
Table 2020-2030 Regional Trade Balance  
Figure 2020-2030 Regional Trade Balance  
Table 2020-2030 North America Shampoo Bar Market Size and Market Volume List  
Figure 2020-2030 North America Shampoo Bar Market Size and CAGR  
Figure 2020-2030 North America Shampoo Bar Market Volume and CAGR  
Table 2020-2030 North America Shampoo Bar Demand List by Application  
Table 2020-2025 North America Shampoo Bar Key Players Sales List  
Table 2020-2025 North America Shampoo Bar Key Players Market Share List  
Table 2020-2030 North America Shampoo Bar Demand List by Type  
Table 2020-2025 North America Shampoo Bar Price List by Type  
Table 2020-2030 United States Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 United States Shampoo Bar Import & Export List  
Table 2020-2030 Canada Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Canada Shampoo Bar Import & Export List  
Table 2020-2030 Mexico Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Mexico Shampoo Bar Import & Export List  
Table 2020-2030 South America Shampoo Bar Market Size and Market Volume List  
Figure 2020-2030 South America Shampoo Bar Market Size and CAGR  
Figure 2020-2030 South America Shampoo Bar Market Volume and CAGR  
Table 2020-2030 South America Shampoo Bar Demand List by Application  
Table 2020-2025 South America Shampoo Bar Key Players Sales List  
Table 2020-2025 South America Shampoo Bar Key Players Market Share List  
Table 2020-2030 South America Shampoo Bar Demand List by Type  
Table 2020-2025 South America Shampoo Bar Price List by Type  
Table 2020-2030 Brazil Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Brazil Shampoo Bar Import & Export List  
Table 2020-2030 Argentina Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Argentina Shampoo Bar Import & Export List  
Table 2020-2030 Chile Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Chile Shampoo Bar Import & Export List  
Table 2020-2030 Peru Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Peru Shampoo Bar Import & Export List  
Table 2020-2030 Asia & Pacific Shampoo Bar Market Size and Market Volume List  
Figure 2020-2030 Asia & Pacific Shampoo Bar Market Size and CAGR  
Figure 2020-2030 Asia & Pacific Shampoo Bar Market Volume and CAGR  
Table 2020-2030 Asia & Pacific Shampoo Bar Demand List by Application

Table 2020-2025 Asia & Pacific Shampoo Bar Key Players Sales List  
Table 2020-2025 Asia & Pacific Shampoo Bar Key Players Market Share List  
Table 2020-2030 Asia & Pacific Shampoo Bar Demand List by Type  
Table 2020-2025 Asia & Pacific Shampoo Bar Price List by Type  
Table 2020-2030 China Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 China Shampoo Bar Import & Export List  
Table 2020-2030 India Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 India Shampoo Bar Import & Export List  
Table 2020-2030 Japan Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Japan Shampoo Bar Import & Export List  
Table 2020-2030 South Korea Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 South Korea Shampoo Bar Import & Export List  
Table 2020-2030 Southeast Asia Shampoo Bar Market Size List  
Table 2020-2030 Southeast Asia Shampoo Bar Market Volume List  
Table 2020-2030 Southeast Asia Shampoo Bar Import List  
Table 2020-2030 Southeast Asia Shampoo Bar Export List  
Table 2020-2030 Australia Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Australia Shampoo Bar Import & Export List  
Table 2020-2030 Europe Shampoo Bar Market Size and Market Volume List  
Figure 2020-2030 Europe Shampoo Bar Market Size and CAGR  
Figure 2020-2030 Europe Shampoo Bar Market Volume and CAGR  
Table 2020-2030 Europe Shampoo Bar Demand List by Application  
Table 2020-2025 Europe Shampoo Bar Key Players Sales List  
Table 2020-2025 Europe Shampoo Bar Key Players Market Share List  
Table 2020-2030 Europe Shampoo Bar Demand List by Type  
Table 2020-2025 Europe Shampoo Bar Price List by Type  
Table 2020-2030 Germany Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Germany Shampoo Bar Import & Export List  
Table 2020-2030 France Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 France Shampoo Bar Import & Export List  
Table 2020-2030 United Kingdom Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 United Kingdom Shampoo Bar Import & Export List  
Table 2020-2030 Italy Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Italy Shampoo Bar Import & Export List  
Table 2020-2030 Spain Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Spain Shampoo Bar Import & Export List  
Table 2020-2030 Belgium Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Belgium Shampoo Bar Import & Export List  
Table 2020-2030 Netherlands Shampoo Bar Market Size and Market Volume List

Table 2020-2030 Netherlands Shampoo Bar Import & Export List  
Table 2020-2030 Austria Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Austria Shampoo Bar Import & Export List  
Table 2020-2030 Poland Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Poland Shampoo Bar Import & Export List  
Table 2020-2030 Russia Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Russia Shampoo Bar Import & Export List  
Table 2020-2030 MEA Shampoo Bar Market Size and Market Volume List  
Figure 2020-2030 MEA Shampoo Bar Market Size and CAGR  
Figure 2020-2030 MEA Shampoo Bar Market Volume and CAGR  
Table 2020-2030 MEA Shampoo Bar Demand List by Application  
Table 2020-2025 MEA Shampoo Bar Key Players Sales List  
Table 2020-2025 MEA Shampoo Bar Key Players Market Share List  
Table 2020-2030 MEA Shampoo Bar Demand List by Type  
Table 2020-2025 MEA Shampoo Bar Price List by Type  
Table 2020-2030 Egypt Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Egypt Shampoo Bar Import & Export List  
Table 2020-2030 Israel Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Israel Shampoo Bar Import & Export List  
Table 2020-2030 South Africa Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 South Africa Shampoo Bar Import & Export List  
Table 2020-2030 Gulf Cooperation Council Countries Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Gulf Cooperation Council Countries Shampoo Bar Import & Export List  
Table 2020-2030 Turkey Shampoo Bar Market Size and Market Volume List  
Table 2020-2030 Turkey Shampoo Bar Import & Export List  
Table 2020-2025 Global Shampoo Bar Market Size List by Region  
Table 2020-2025 Global Shampoo Bar Market Size Share List by Region  
Table 2020-2025 Global Shampoo Bar Market Volume List by Region  
Table 2020-2025 Global Shampoo Bar Market Volume Share List by Region  
Table 2020-2025 Global Shampoo Bar Demand List by Application  
Table 2020-2025 Global Shampoo Bar Demand Market Share List by Application  
Table 2020-2025 Global Shampoo Bar Key Vendors Sales List  
Table 2020-2025 Global Shampoo Bar Key Vendors Sales Share List  
Figure 2020-2025 Global Shampoo Bar Market Volume and Growth Rate  
Table 2020-2025 Global Shampoo Bar Key Vendors Revenue List  
Figure 2020-2025 Global Shampoo Bar Market Size and Growth Rate  
Table 2020-2025 Global Shampoo Bar Key Vendors Revenue Share List

Table 2020-2025 Global Shampoo Bar Demand List by Type  
Table 2020-2025 Global Shampoo Bar Demand Market Share List by Type  
Table 2020-2025 Regional Shampoo Bar Price List  
Table 2025-2030 Global Shampoo Bar Market Size List by Region  
Table 2025-2030 Global Shampoo Bar Market Size Share List by Region  
Table 2025-2030 Global Shampoo Bar Market Volume List by Region  
Table 2025-2030 Global Shampoo Bar Market Volume Share List by Region  
Table 2025-2030 Global Shampoo Bar Demand List by Application  
Table 2025-2030 Global Shampoo Bar Demand Market Share List by Application  
Table 2025-2030 Global Shampoo Bar Key Vendors Sales List  
Table 2025-2030 Global Shampoo Bar Key Vendors Sales Share List  
Figure 2025-2030 Global Shampoo Bar Market Volume and Growth Rate  
Table 2025-2030 Global Shampoo Bar Key Vendors Revenue List  
Figure 2025-2030 Global Shampoo Bar Market Size and Growth Rate  
Table 2025-2030 Global Shampoo Bar Key Vendors Revenue Share List  
Table 2025-2030 Global Shampoo Bar Demand List by Type  
Table 2025-2030 Global Shampoo Bar Demand Market Share List by Type  
Table 2025-2030 Shampoo Bar Regional Price List  
Table L'Oréal Information  
Table SWOT Analysis of L'Oréal  
Table 2020-2025 L'Oréal Shampoo Bar Sale Volume Price Cost Revenue  
Figure 2020-2025 L'Oréal Shampoo Bar Sale Volume and Growth Rate  
Figure 2020-2025 L'Oréal Shampoo Bar Market Share  
Table Lush Retail Information  
Table SWOT Analysis of Lush Retail  
Table 2020-2025 Lush Retail Shampoo Bar Sale Volume Price Cost Revenue  
Figure 2020-2025 Lush Retail Shampoo Bar Sale Volume and Growth Rate  
Figure 2020-2025 Lush Retail Shampoo Bar Market Share  
Table Ethique Limited Information  
Table SWOT Analysis of Ethique Limited  
Table 2020-2025 Ethique Limited Shampoo Bar Sale Volume Price Cost Revenue  
Figure 2020-2025 Ethique Limited Shampoo Bar Sale Volume and Growth Rate  
Figure 2020-2025 Ethique Limited Shampoo Bar Market Share  
Table Procter & Gamble Information  
Table SWOT Analysis of Procter & Gamble  
Table 2020-2025 Procter & Gamble Shampoo Bar Sale Volume Price Cost Revenue  
Figure 2020-2025 Procter & Gamble Shampoo Bar Sale Volume and Growth Rate  
Figure 2020-2025 Procter & Gamble Shampoo Bar Market Share  
Table Shiseido Information

Table SWOT Analysis of Shiseido

Table 2020-2025 Shiseido Shampoo Bar Sale Volume Price Cost Revenue

Figure 2020-2025 Shiseido Shampoo Bar Sale Volume and Growth Rate

Figure 2020-2025 Shiseido Shampoo Bar Market Share

Table Davines Information

Table SWOT Analysis of Davines

Table 2020-2025 Davines Shampoo Bar Sale Volume Price Cost Revenue

Figure 2020-2025 Davines Shampoo Bar Sale Volume and Growth Rate

Figure 2020-2025 Davines Shampoo Bar Market Share

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