

Global Soap Shampoo Bar Market by Hair Type (Dry, Normal, Oily, Fine, Curly, Wavy, Textured, Color & Chemical Treated and Others), By Shampoo Category (Dandruff, Volumizing, Shine Enhancing, Curl Enhancing, Damaged, Color Enhancing and Frizz), By Distribution Channel (Offline(Convenience Stores, Hypermarkets/Supermarkets, Beauty Stores and Others)and Online Retail), By Gender (Men and Women) and By Region (North America, Europe, Asia Pacific, South America, Middle East, and Africa)

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Abstracts

Global soap shampoo bar market projected to grow based on rising consumer awareness regarding personal hygiene and safety from harmful side effects of chemicals. The global soap shampoo bar market expected to propagate at a notable rate during the forecast period 2020-2027 due to the increase in consumer purchases, and the surge in personalized demand. Additionally, the rapid development of the international economy, along with the growing disposable incomes across the globe, will foster the global soap shampoo bar market in the upcoming periods. According to World Bank, with a 2% growth of per capita GDP in rich countries and 3.3% in low and middle-income countries, global income would be more than \$135 trillion by 2050, a rise from \$35 trillion in 2018. The Soap shampoo bar presents a different style with its healthy and environmentally friendly quality. It is also favored and loved by consumers for its healthy and natural scalp care effect and high-end, stylish design.

Furthermore, the rise of consumption upgrades in the middle class, along with increasing consumers' awareness of natural organic shampoo products, will robust the

growth of soap shampoo bar in the forthcoming periods. As global warming becomes more severe, and consumers become more environmentally conscious, they will prefer products that choose environmental protection concepts. At the same time, when selecting products, the consumers put product quality first and safety performance. The soap shampoo bar can protect the fragile scalp from more damage and accurately make hair fit.

Additionally, various government initiatives are promoting organic and natural cosmetics and personal care products. For instance, the European Union amended cosmetic regulation by prohibiting five types of parabens in cosmetic products. Moreover, the avoidance of plastic-free cosmetic product packaging will promulgate the packaging-free soap shampoo bar market globally.

Hair Type Overview in the Global Soap Shampoo Bar Market

Based on hair type, the global Soap Shampoo Bar Market categorized Dry, Normal, Oily, Fine, Curly, Wavy, Textured, Color & Chemical Treated, and Others. The Color & Chemical Treated segment expected to dominate the market during the forecast period, 2020-2027. Owing to the availability of the different types of shampoo bars under this category, such as shampoo bars made from natural ingredients like hemp milk, hemp seed oil, and honey with a blend of peppermint and spearmint oils, which is attracting customers.

Shampoo Category Overview in the Global Soap Shampoo Bar Market

Based on the shampoo category, the global soap shampoo bar market classified into Dandruff, Volumizing, Shine Enhancing, Curl Enhancing, Damaged, Color Enhancing, and Frizz. The Damaged segment estimated to exhibit maximum revenue by 2027 based on benefits such as repairing damaged hair, stimulate hair growth, soothing to the scalp, and restore the natural luster to the hair.

Distribution Channel Overview in the Global Soap Shampoo Bar Market

Based on the distribution channel, the global soap shampoo bar market segregated into Offline (Convenience Stores, Hypermarkets/Supermarkets, Beauty Stores, and Others) and Online Retail. The Offline segment anticipated to lead the market attributable to the easy availability of products at the convenience store, hypermarkets, and beauty stores. The online segment will bolster by the availability of attractive offers, discounts, and cash back at various online platforms.

Regional Overview in the Global Soap Shampoo Bar Market

By geography, the global soap shampoo bar market segmented into North America, Europe, Asia Pacific, Middle East & Africa, and South America. The Asia Pacific

anticipated generating maximum revenue in the market owing to the fast-growing economy of Asian countries along with shampoo manufacturers providing organic products.

North America's market will boost by the continuously growing economy, which led to the expansion of the retail chain.

Global Soap Shampoo Bar Market: Competitive Landscape

Companies such as Lush Retail Ltd., J R Liggett Ltd Inc., Beauty, and the Bees Pty Ltd., Plaine Products, Oregon Soap Company, Osmia Organics, LLC, The Refill Shoppe, Rocky Mountain Soap Company Inc., BIOME LIVING PTY. LTD. and Ethique Beauty Ltd. are the key players in the global soap shampoo bar market.

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