

Soap Noodles Market Forecasts to 2032 – Global Analysis By Type (Palm Oil-Based, Animal Fat-Based, Vegetable Oil-Based, Coconut Oil-Based, Tallow-Based and Other Types), Form, Application, End User and By Geography

<https://marketpublishers.com/r/SAF5BC3D46F0EN.html>

Date: April 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: SAF5BC3D46F0EN

Abstracts

According to Statistics MRC, the Global Soap Noodles Market is accounted for \$3.76 billion in 2025 and is expected to reach \$6.16 billion by 2032 growing at a CAGR of 7.3% during the forecast period. Soap noodles are solidified, pre-processed soap ingredients that serve as the base for manufacturing various types of soap products. They are typically made by blending oils or fats with an alkali through a saponification process. These noodles are often neutral in fragrance and color, providing a versatile starting point for adding custom fragrances, colors, and additives to create different soap formulations. Soap noodles are widely used in the production of bars, laundry soap, and other personal care products, offering consistent quality and ease of processing in large-scale manufacturing.

Market Dynamics:

Driver:

Growth in personal care product consumption

The consumption of personal care products has significantly boosted the growth of the market. Rising consumer awareness about hygiene and skincare, coupled with the increasing demand for natural and organic ingredients, has led to a surge in soap production. Soap noodles, being a cost-effective and versatile base, are increasingly used by manufacturers to create various personal care products such as soaps, body

washes, and shampoos. This trend is driving the market's expansion, especially in emerging economies with growing disposable incomes.

Restraint:

Competition from liquid alternatives

The rise of liquid soap alternatives poses a significant challenge to the market. As consumers increasingly favor liquid soaps for convenience, ease of use, and perceived hygiene benefits, the demand for traditional bar soaps is declining. This shift leads to reduced sales for manufacturers of soap noodles, affecting their profitability and growth. Additionally, liquid soap production often requires different formulations, leaving noodle-based soap producers struggling to adapt to changing consumer preferences and market dynamics.

Opportunity:

Shift towards natural and eco-friendly products

The market is witnessing a significant shift towards natural and eco-friendly products as consumer preferences evolve. With increasing awareness about sustainability, there is a growing demand for biodegradable and plant-based ingredients in soap production. Manufacturers are focusing on eco-conscious sourcing, using renewable resources and reducing carbon footprints. This shift not only aligns with environmental concerns but also caters to consumers seeking safer, chemical-free alternatives.

Threat:

Fluctuations in raw material prices

Fluctuations in raw material prices in the market can significantly disrupt production costs, leading to higher prices for soap manufacturers. These price swings often result in reduced profit margins, difficulty in forecasting costs, and instability in pricing strategies. In turn, manufacturers may face challenges in maintaining competitive prices, which could affect consumer demand and market share. Additionally, frequent cost adjustments can hinder long-term business planning and growth.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the market. However, supply chain disruptions, labor shortages, and raw material scarcity hindered production and distribution. Lockdowns and restrictions also slowed down manufacturing processes. Additionally, shifting consumer preferences towards liquid soaps over bar soaps, due to hygiene concerns, negatively affected the demand for soap noodles. Overall, the market faced both growth opportunities and operational challenges.

The palm oil-based segment is expected to be the largest during the forecast period

The palm oil-based segment is expected to account for the largest market share during the forecast period due to their excellent lathering properties, affordability, and availability. As a key ingredient, palm oil provides a consistent and cost-effective option for producing high-quality soap. However, concerns over environmental impact, deforestation, and sustainability have led to increased scrutiny. Despite this, palm oil remains dominant in the soap noodles market, though alternative oils are gaining traction.

The laundry soaps segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the laundry soaps segment is predicted to witness the highest growth rate. Soap noodles, made from various oils like palm oil, are a key ingredient in producing affordable and effective laundry soaps. These soaps are designed to remove stains and dirt, offering good foam and cleaning power. The growing demand for eco-friendly and biodegradable laundry products is driving innovations in the formulation of soap noodles for laundry soaps.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share driven by the demand for personal care and household cleaning products. Soap noodles are primarily used in the production of bar soaps, laundry soaps, and specialty products. With increasing consumer interest in natural and eco-friendly formulations, manufacturers are focusing on sustainable sourcing and product innovation. The market is also influenced by trends toward premium and customized soap offerings in the region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by increasing disposable incomes, and a growing demand for personal hygiene and laundry products. This availability ensures a stable supply of ingredients necessary for soap noodle production, reducing dependency on external sources and promoting cost-efficiency. Additionally, the increasing focus on hygiene and sanitation in both urban and rural areas is further propelling demand for soap products.

Key players in the market

Some of the key players in Soap Noodles Market include Wilmar International Limited, Kao Corporation, Godrej Consumer Products Limited, Mewah Group, VVF Limited, IOI Corporation Berhad, P&G Chemicals, Kantex Industries Limited, The Soap Kitchen, Aarti Industries Ltd., Emami Limited, S. C. Johnson Professional, H&H Industries, Inc., Ashland Global Holdings Inc., Croda International Plc, L'Oreal and Amrit Soap Pvt. Ltd.

Key Developments:

In December 2024, Ashland Inc. (NYSE: ASH) announced today that it has signed a definitive agreement to sell its Avoca business to Mane. The transaction is expected to close in the calendar first quarter 2025, subject to the satisfaction of customary closing conditions. Ashland's Avoca business supplies Sclareolide, a fragrance fixative, and a range of contract manufacturing capabilities from two production facilities in North Carolina and Wisconsin.

In September 2024, Nimir completed acquisition of P&G's soap manufacturing facility, assumes operational control. This strategic acquisition will enable us to strengthen our presence in the southern region, increase our production capacity, and expand our export operations through seaports.

Types Covered:

Palm Oil-Based

Animal Fat-Based

Vegetable Oil-Based

Coconut Oil-Based

Tallow-Based

Other Types

Forms Covered:

Regular

Specialty

Transparent

Applications Covered:

Toilet Soaps

Laundry Soaps

Industrial Soaps

Antibacterial Soaps

Pet Shampoos

Other Applications

End Users Covered:

Personal Care and Cosmetics

Household Care and Cleaning

Industrial Applications

Health and Medicinal Products

Food Industry

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments

- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL SOAP NOODLES MARKET, BY TYPE

- 5.1 Introduction
- 5.2 Palm Oil-Based
- 5.3 Animal Fat-Based
- 5.4 Vegetable Oil-Based
- 5.5 Coconut Oil-Based
- 5.6 Tallow-Based
- 5.7 Other Types

6 GLOBAL SOAP NOODLES MARKET, BY FORM

- 6.1 Introduction
- 6.2 Regular
- 6.3 Specialty
- 6.4 Transparent

7 GLOBAL SOAP NOODLES MARKET, BY APPLICATION

- 7.1 Introduction
- 7.2 Toilet Soaps
- 7.3 Laundry Soaps
- 7.4 Industrial Soaps
- 7.5 Antibacterial Soaps
- 7.6 Pet Shampoos
- 7.7 Other Applications

8 GLOBAL SOAP NOODLES MARKET, BY END USER

- 8.1 Introduction
- 8.2 Personal Care and Cosmetics
- 8.3 Household Care and Cleaning
- 8.4 Industrial Applications
- 8.5 Health and Medicinal Products
- 8.6 Food Industry
- 8.7 Other End Users

9 GLOBAL SOAP NOODLES MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada
 - 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 Italy
 - 9.3.4 France
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 Japan
 - 9.4.2 China
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 New Zealand
 - 9.4.6 South Korea
 - 9.4.7 Rest of Asia Pacific
- 9.5 South America
 - 9.5.1 Argentina
 - 9.5.2 Brazil
 - 9.5.3 Chile
 - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 Qatar
 - 9.6.4 South Africa
 - 9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Wilmar International Limited
- 11.2 Kao Corporation
- 11.3 Godrej Consumer Products Limited
- 11.4 Mewah Group
- 11.5 VVF Limited
- 11.6 IOI Corporation Berhad
- 11.7 P&G Chemicals
- 11.8 Kantex Industries Limited
- 11.9 The Soap Kitchen
- 11.10 Aarti Industries Ltd.
- 11.11 Emami Limited
- 11.12 S. C. Johnson Professional
- 11.13 H&H Industries, Inc.
- 11.14 Ashland Global Holdings Inc.
- 11.15 Croda International Plc
- 11.16 L'Oreal
- 11.17 Amrit Soap Pvt. Ltd.

List Of Tables

LIST OF TABLES

- Table 1 Global Soap Noodles Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Soap Noodles Market Outlook, By Type (2024-2032) (\$MN)
- Table 3 Global Soap Noodles Market Outlook, By Palm Oil-Based (2024-2032) (\$MN)
- Table 4 Global Soap Noodles Market Outlook, By Animal Fat-Based (2024-2032) (\$MN)
- Table 5 Global Soap Noodles Market Outlook, By Vegetable Oil-Based (2024-2032) (\$MN)
- Table 6 Global Soap Noodles Market Outlook, By Coconut Oil-Based (2024-2032) (\$MN)
- Table 7 Global Soap Noodles Market Outlook, By Tallow-Based (2024-2032) (\$MN)
- Table 8 Global Soap Noodles Market Outlook, By Other Types (2024-2032) (\$MN)
- Table 9 Global Soap Noodles Market Outlook, By Form (2024-2032) (\$MN)
- Table 10 Global Soap Noodles Market Outlook, By Regular (2024-2032) (\$MN)
- Table 11 Global Soap Noodles Market Outlook, By Specialty (2024-2032) (\$MN)
- Table 12 Global Soap Noodles Market Outlook, By Transparent (2024-2032) (\$MN)
- Table 13 Global Soap Noodles Market Outlook, By Application (2024-2032) (\$MN)
- Table 14 Global Soap Noodles Market Outlook, By Toilet Soaps (2024-2032) (\$MN)
- Table 15 Global Soap Noodles Market Outlook, By Laundry Soaps (2024-2032) (\$MN)
- Table 16 Global Soap Noodles Market Outlook, By Industrial Soaps (2024-2032) (\$MN)
- Table 17 Global Soap Noodles Market Outlook, By Antibacterial Soaps (2024-2032) (\$MN)
- Table 18 Global Soap Noodles Market Outlook, By Pet Shampoos (2024-2032) (\$MN)
- Table 19 Global Soap Noodles Market Outlook, By Other Applications (2024-2032) (\$MN)
- Table 20 Global Soap Noodles Market Outlook, By End User (2024-2032) (\$MN)
- Table 21 Global Soap Noodles Market Outlook, By Personal Care and Cosmetics (2024-2032) (\$MN)
- Table 22 Global Soap Noodles Market Outlook, By Household Care and Cleaning (2024-2032) (\$MN)
- Table 23 Global Soap Noodles Market Outlook, By Industrial Applications (2024-2032) (\$MN)
- Table 24 Global Soap Noodles Market Outlook, By Health and Medicinal Products (2024-2032) (\$MN)
- Table 25 Global Soap Noodles Market Outlook, By Food Industry (2024-2032) (\$MN)
- Table 26 Global Soap Noodles Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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