

# **Solid Format Personal Care Products Market Forecasts to 2034 – Global Analysis By Product Type (Solid Shampoo & Conditioner Bars, Solid Soaps & Cleansers, Solid Deodorants, Solid Skincare Products and Other Product Types), Ingredient Type, Distribution Channel, Packaging Type, and End User**

<https://marketpublishers.com/r/S217D5BD856DEN.html>

Date: June 2026

Pages: 200

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

ID: S217D5BD856DEN

## **Abstracts**

According to Statistics MRC, the Global Solid Format Personal Care Products Market is accounted for \$425.5 billion in 2026 and is expected to reach \$734.0 billion by 2034 growing at a CAGR of 7.1% during the forecast period. Solid Format Personal Care Products are waterless alternatives to traditional liquid-based products such as shampoos, soaps, deodorants, and lotions. These products are typically bar-based or compact formats, reducing the need for plastic packaging and preservatives. They offer portability, longer shelf life, and environmental benefits. Increasing consumer awareness of sustainability and waste reduction is driving demand. Brands are innovating with formulations that maintain effectiveness while minimizing environmental impact, making solid formats a key trend in eco-conscious personal care.

### **Market Dynamics:**

Driver:

Growing preference for travel-friendly items

Consumers are increasingly choosing compact and easy-to-carry personal care products for travel use. Solid formats are convenient as they do not spill or require strict packaging. These products are also airline friendly and reduce the need for liquid

restrictions. Travelers prefer lightweight and space-saving options for better convenience. This trend is growing among frequent flyers and minimalists. As travel activity rises, demand for solid products continues to increase.

#### Restraint:

##### Performance concerns versus liquid alternatives

Consumers believe that solid products are less effective than liquid personal care products. Concerns exist about lather quality, absorption, and overall performance. Some users feel that solid formats may not deliver the same results as liquids. This perception can affect repeat purchases and brand trust. Companies need to improve product formulation and performance. These challenges may limit wider adoption in the market.

#### Opportunity:

##### Expansion in sustainable retail channels

Growth of eco-friendly retail platforms is creating new opportunities for solid personal care products. Consumers are actively seeking plastic-free and zero-waste alternatives. Retailers are promoting sustainable product categories to attract environmentally conscious buyers. Solid products align well with green packaging trends. Brands are also partnering with specialty stores and online platforms. This expansion is expected to boost market growth.

#### Threat:

##### Resistance to switching from liquids

A lot of consumers are hesitant to switch from familiar liquid products to solid formats. Habit and comfort with existing products influence purchasing decisions. Lack of awareness about benefits of solid formats also adds to resistance. Some users find it inconvenient to change daily routines. This slows down the adoption of solid personal care products. Overcoming this barrier requires strong marketing and education efforts.

#### Covid-19 Impact:

The pandemic increased focus on hygiene and personal care routines. Consumers

showed interest in convenient and long-lasting products. Solid formats gained attention due to reduced packaging and easy storage. Online sales channels played a key role during lockdowns. However, supply chain disruptions affected product availability. Overall, the market experienced moderate growth during this period.

The solid soaps & cleansers segment is expected to be the largest during the forecast period

The solid soaps & cleansers segment is expected to account for the largest market share during the forecast period as daily hygiene needs are driving strong demand for soaps and cleansers in solid format. These products are widely used across all consumer groups. Solid soaps are cost-effective and easy to use. Increasing awareness of plastic-free alternatives is also boosting demand. Wide product availability supports segment growth. These factors are expected to sustain the segment's dominant position.

The unisex consumers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the unisex consumers segment is predicted to witness the highest growth rate due to demand for gender-neutral personal care products is increasing among modern consumers. Brands are offering products that cater to both men and women. Changing lifestyle preferences are supporting this trend. Unisex products simplify purchase decisions for consumers. Marketing strategies are also focusing on inclusive product positioning. These factors are expected to drive rapid growth in this segment.

### **Region with largest share:**

During the forecast period, the Europe region is expected to hold the largest market share owing to strong focus on sustainability and environmental awareness is driving market growth in Europe. Consumers prefer eco-friendly and plastic-free personal care products. Strict regulations on packaging waste support adoption of solid formats. Presence of established sustainable brands also strengthens the market. High consumer awareness further boosts demand. These factors position Europe as the leading regional market.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rising awareness of sustainable products is driving market growth in Asia Pacific. Increasing urban population is boosting demand for convenient personal care items. Growth of e-commerce platforms is improving product accessibility. Consumers are gradually adopting eco-friendly alternatives. Local brands are expanding their product offerings. These trends are expected to make Asia Pacific the fastest-growing regional market.

### **Key players in the market**

Some of the key players in Solid Format Personal Care Products Market include Lush Cosmetics Ltd., Unilever plc, Procter & Gamble Company, Beiersdorf AG, Henkel AG & Co. KGaA, The Body Shop International Limited, Ethique Ltd., Friendly Soap Ltd., Dr. Bronner's, L'Oreal S.A., Kao Corporation, Colgate-Palmolive Company, Dove (Unilever Brand), Tom's of Maine and Sebamed.

### **Key Developments:**

In March 2026, Lush Cosmetics officially made its India e-commerce debut through a strategic licensing partnership with Bilberry Brands India and a launch on the Myntra platform. This collaboration brings over 150 SKUs, including its iconic solid shampoos and bath bombs, to a digital base of 21 million beauty users, targeting a premium beauty market projected to reach \$34 billion by 2028.

In February 2026, Ethique reported a significant expansion of its direct-to-consumer (D2C) partnerships as the global solid cosmetics market reached a valuation milestone of \$101.77 billion. This strategic focus on online sales channels and zero-waste narratives has allowed Ethique to maintain its position as a "moderate concentrator" in a fragmented market increasingly driven by plastic-free regulations.

### **Product Types Covered:**

Solid Shampoo & Conditioner Bars

Solid Soaps & Cleansers

Solid Deodorants

Solid Skincare Products

Other Product Types

Ingredient Types Covered:

Natural & Organic Ingredients

Synthetic Formulations

Vegan & Cruelty-Free Products

Herbal-Based Products

Other Ingredient Types

Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty Stores

Online Retail

Pharmacies

Other Distribution Channels

Packaging Types Covered:

Plastic-Free Packaging

Recyclable Packaging

Compostable Packaging

Other Packaging Types

**End Users Covered:**

Men

Women

Unisex Consumers

Professional Salons

Other End Users

**Regions Covered:**

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

#### Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

#### South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

- 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**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL SOLID FORMAT PERSONAL CARE PRODUCTS MARKET, BY PRODUCT TYPE**

- 5.1 Solid Shampoo & Conditioner Bars
- 5.2 Solid Soaps & Cleansers
- 5.3 Solid Deodorants
- 5.4 Solid Skincare Products
- 5.5 Other Product Types

## **6 GLOBAL SOLID FORMAT PERSONAL CARE PRODUCTS MARKET, BY INGREDIENT TYPE**

- 6.1 Natural & Organic Ingredients
- 6.2 Synthetic Formulations
- 6.3 Vegan & Cruelty-Free Products
- 6.4 Herbal-Based Products
- 6.5 Other Ingredient Types

## **7 GLOBAL SOLID FORMAT PERSONAL CARE PRODUCTS MARKET, BY DISTRIBUTION CHANNEL**

- 7.1 Supermarkets & Hypermarkets
- 7.2 Specialty Stores
- 7.3 Online Retail
- 7.4 Pharmacies
- 7.5 Other Distribution Channels

## **8 GLOBAL SOLID FORMAT PERSONAL CARE PRODUCTS MARKET, BY PACKAGING TYPE**

- 8.1 Plastic-Free Packaging
- 8.2 Recyclable Packaging
- 8.3 Compostable Packaging
- 8.4 Other Packaging Types

## **9 GLOBAL SOLID FORMAT PERSONAL CARE PRODUCTS MARKET, BY END USER**

- 9.1 Men
- 9.2 Women
- 9.3 Unisex Consumers
- 9.4 Professional Salons
- 9.5 Other End Users

## **10 GLOBAL SOLID FORMAT PERSONAL CARE PRODUCTS MARKET, BY GEOGRAPHY**

- 10.1 North America
  - 10.1.1 United States
  - 10.1.2 Canada
  - 10.1.3 Mexico
- 10.2 Europe
  - 10.2.1 United Kingdom
  - 10.2.2 Germany
  - 10.2.3 France
  - 10.2.4 Italy
  - 10.2.5 Spain
  - 10.2.6 Netherlands
  - 10.2.7 Belgium
  - 10.2.8 Sweden
  - 10.2.9 Switzerland
  - 10.2.10 Poland
  - 10.2.11 Rest of Europe
- 10.3 Asia Pacific
  - 10.3.1 China
  - 10.3.2 Japan
  - 10.3.3 India
  - 10.3.4 South Korea
  - 10.3.5 Australia
  - 10.3.6 Indonesia
  - 10.3.7 Thailand
  - 10.3.8 Malaysia
  - 10.3.9 Singapore
  - 10.3.10 Vietnam

- 10.3.11 Rest of Asia Pacific
- 10.4 South America
  - 10.4.1 Brazil
  - 10.4.2 Argentina
  - 10.4.3 Colombia
  - 10.4.4 Chile
  - 10.4.5 Peru
  - 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
  - 10.5.1 Middle East
    - 10.5.1.1 Saudi Arabia
    - 10.5.1.2 United Arab Emirates
    - 10.5.1.3 Qatar
    - 10.5.1.4 Israel
    - 10.5.1.5 Rest of Middle East
  - 10.5.2 Africa
    - 10.5.2.1 South Africa
    - 10.5.2.2 Egypt
    - 10.5.2.3 Morocco
    - 10.5.2.4 Rest of Africa

## **11 STRATEGIC MARKET INTELLIGENCE**

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

## **12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES**

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

## **13 COMPANY PROFILES**

- 13.1 Lush Cosmetics Ltd.

- 13.2 Unilever plc
- 13.3 Procter & Gamble Company
- 13.4 Beiersdorf AG
- 13.5 Henkel AG & Co. KGaA
- 13.6 The Body Shop International Limited
- 13.7 Ethique Ltd.
- 13.8 Friendly Soap Ltd.
- 13.9 Dr. Bronner's
- 13.10 L'Oreal S.A.
- 13.11 Kao Corporation
- 13.12 Colgate-Palmolive Company
- 13.13 Dove (Unilever Brand)
- 13.14 Tom's of Maine
- 13.15 Sebamed

## List Of Tables

### LIST OF TABLES

Table 1 Global Solid Format Personal Care Products Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Solid Format Personal Care Products Market, By Product Type (2023–2034) (\$MN)

Table 3 Global Solid Format Personal Care Products Market, By Solid Shampoo & Conditioner Bars (2023–2034) (\$MN)

Table 4 Global Solid Format Personal Care Products Market, By Solid Soaps & Cleansers (2023–2034) (\$MN)

Table 5 Global Solid Format Personal Care Products Market, By Solid Deodorants (2023–2034) (\$MN)

Table 6 Global Solid Format Personal Care Products Market, By Solid Skincare Products (2023–2034) (\$MN)

Table 7 Global Solid Format Personal Care Products Market, By Other Product Types (2023–2034) (\$MN)

Table 8 Global Solid Format Personal Care Products Market, By Ingredient Type (2023–2034) (\$MN)

Table 9 Global Solid Format Personal Care Products Market, By Natural & Organic Ingredients (2023–2034) (\$MN)

Table 10 Global Solid Format Personal Care Products Market, By Synthetic Formulations (2023–2034) (\$MN)

Table 11 Global Solid Format Personal Care Products Market, By Vegan & Cruelty-Free Products (2023–2034) (\$MN)

Table 12 Global Solid Format Personal Care Products Market, By Herbal-Based Products (2023–2034) (\$MN)

Table 13 Global Solid Format Personal Care Products Market, By Other Ingredient Types (2023–2034) (\$MN)

Table 14 Global Solid Format Personal Care Products Market, By Distribution Channel (2023–2034) (\$MN)

Table 15 Global Solid Format Personal Care Products Market, By Supermarkets & Hypermarkets (2023–2034) (\$MN)

Table 16 Global Solid Format Personal Care Products Market, By Specialty Stores (2023–2034) (\$MN)

Table 17 Global Solid Format Personal Care Products Market, By Online Retail (2023–2034) (\$MN)

Table 18 Global Solid Format Personal Care Products Market, By Pharmacies

(2023–2034) (\$MN)

Table 19 Global Solid Format Personal Care Products Market, By Other Distribution Channels (2023–2034) (\$MN)

Table 20 Global Solid Format Personal Care Products Market, By Packaging Type (2023–2034) (\$MN)

Table 21 Global Solid Format Personal Care Products Market, By Plastic-Free Packaging (2023–2034) (\$MN)

Table 22 Global Solid Format Personal Care Products Market, By Recyclable Packaging (2023–2034) (\$MN)

Table 23 Global Solid Format Personal Care Products Market, By Compostable Packaging (2023–2034) (\$MN)

Table 24 Global Solid Format Personal Care Products Market, By Other Packaging Types (2023–2034) (\$MN)

Table 25 Global Solid Format Personal Care Products Market, By End User (2023–2034) (\$MN)

Table 26 Global Solid Format Personal Care Products Market, By Men (2023–2034) (\$MN)

Table 27 Global Solid Format Personal Care Products Market, By Women (2023–2034) (\$MN)

Table 28 Global Solid Format Personal Care Products Market, By Unisex Consumers (2023–2034) (\$MN)

Table 29 Global Solid Format Personal Care Products Market, By Professional Salons (2023–2034) (\$MN)

Table 30 Global Solid Format Personal Care Products Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

## I would like to order

Product name: Solid Format Personal Care Products Market Forecasts to 2034 – Global Analysis By Product Type (Solid Shampoo & Conditioner Bars, Solid Soaps & Cleansers, Solid Deodorants, Solid Skincare Products and Other Product Types), Ingredient Type, Distribution Channel, Packaging Type, and End User

Product link: <https://marketpublishers.com/r/S217D5BD856DEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S217D5BD856DEN.html>