

Bar Soap Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Organic, Synthetic), By Application (Dish Washing, Bathing, Hand Washing, and Others), By Sales Channel (Online, Supermarkets/Hypermarkets, Drugstores/Pharmacies, Departmental Stores, and Others (Direct Sales, etc.)), By Region, By Competition , 2018-2028

<https://marketpublishers.com/r/B2DD40685075EN.html>

Date: October 2023

Pages: 183

Price: US\$ 4,900.00 (Single User License)

ID: B2DD40685075EN

Abstracts

Global Bar Soap Market has valued at USD34.12 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.1% through 2028. The global bar soap market is a vital segment of the personal care industry, playing a fundamental role in daily hygiene routines for people across the world. Bar soap, known for its convenience and effectiveness in cleansing, has been a household staple for generations.

This market is marked by diversity, with an array of products catering to diverse consumer needs. Natural and organic bar soaps appeal to health-conscious consumers, while specialty bars address specific concerns like sensitive skin, acne, or anti-aging. Fragrance options range from refreshing scents to fragrance-free varieties for those with sensitivities.

Environmental consciousness has driven the development of eco-friendly packaging and sustainable ingredients, aligning with the growing demand for environmentally responsible choices. E-commerce has revolutionized the bar soap market, providing a platform for consumers to access a global selection of products with ease. Marketing

strategies emphasize unique formulations, artisanal craftsmanship, and local ingredients to capture consumer attention.

In conclusion, the global bar soap market remains a significant player in personal care, offering an extensive range of choices that extend beyond basic cleansing to encompass skincare and self-care. As hygiene remains a top priority, the market is poised for further innovation and growth in the coming years.

Key Market Drivers

Hygiene Awareness and Health Concerns

The foremost driver propelling the global bar soap market is the heightened awareness of hygiene and health. The importance of maintaining good hygiene practices has been underscored by global events such as the COVID-19 pandemic. Handwashing with soap is recognized as one of the most effective ways to prevent the spread of infections. Bar soap, known for its excellent cleansing properties, is a trusted choice for individuals and households worldwide. The pandemic has instilled a lasting habit of frequent handwashing, further boosting the demand for bar soaps. Moreover, antibacterial bar soaps have gained prominence, as they offer an additional layer of protection against harmful pathogens. Consumers continue to seek products that not only cleanse but also provide a sense of security in these uncertain times. As hygiene remains a top priority, the global bar soap market is poised for sustained growth.

Rising Environmental Consciousness

Environmental consciousness is a significant driver shaping the global bar soap market. With increasing concern about plastic waste and environmental degradation, consumers are seeking more sustainable and eco-friendly alternatives. Bar soap, traditionally packaged in minimal and often recyclable materials, aligns well with this preference for sustainability. This has led to the development of biodegradable bar soaps and packaging materials that minimize the environmental impact. Natural and organic bar soaps have also gained popularity, as they are perceived as cleaner and greener options. These soaps are made from ingredients like plant-based oils, shea butter, and essential oils, appealing to consumers who want to reduce their carbon footprint and minimize exposure to synthetic chemicals. The global shift towards environmental responsibility is driving the adoption of eco-conscious bar soaps.

Product Innovation and Diversification

Innovation plays a pivotal role in the dynamism of the global bar soap market. To cater to a diverse range of consumer preferences and needs, manufacturers continuously introduce new formulations, fragrances, and functionalities. This innovation not only attracts new customers but also retains existing ones by offering novel and exciting choices. Specialty bar soaps, addressing specific skincare concerns, have gained prominence. These include moisturizing bars for dry skin, exfoliating bars with natural scrub particles, and anti-aging bars enriched with ingredients like collagen and antioxidants. Such specialty soaps provide solutions for consumers seeking targeted skincare benefits. Furthermore, artisanal and handcrafted bar soaps have carved a niche in the market. These unique and often locally-produced soaps come in various shapes, sizes, and formulations. They cater to consumers looking for a personalized and distinctive bathing experience and are seen as supporting small-scale, local businesses. This constant flow of innovative products keeps the global bar soap market vibrant and adaptable to evolving consumer demands.

E-commerce and Globalization

The rise of e-commerce platforms has revolutionized the global bar soap market. Online marketplaces provide consumers with convenient access to a vast array of products from around the world. This globalization of the market expands choices and allows consumers to explore and discover new brands and formulations. It's not just about accessibility; e-commerce platforms facilitate user reviews and recommendations, enabling consumers to make informed choices based on the experiences of others. Positive reviews and social media endorsements can significantly influence purchasing decisions, contributing to the growth of certain bar soap brands. E-commerce also benefits small and niche producers, allowing them to reach a global audience without the need for a physical presence in multiple countries. As consumers increasingly turn to online shopping for their personal care needs, the global bar soap market experiences greater reach and consumer engagement through digital channels.

In summary, the global bar soap market is driven by heightened hygiene awareness and health concerns, a growing environmental consciousness, ongoing product innovation and diversification, and the transformative influence of e-commerce and globalization. These drivers collectively shape the market's growth trajectory, fostering a dynamic industry that continually adapts to meet the evolving needs and preferences of consumers worldwide.

Key Market Challenges

Competition from Liquid Soaps and Shower Gels

One of the primary challenges confronting the global bar soap market is the increasing competition from liquid soaps and shower gels. These alternative cleansing products offer convenience and ease of use, especially in modern lifestyles where time is of the essence. Liquid soaps, packaged in user-friendly pump bottles, are perceived as more hygienic, as they eliminate the need for direct contact with the soap. Additionally, some liquid soaps and shower gels are marketed with specialized formulations, such as moisturizing, antibacterial, or scented options, further appealing to consumer preferences. The convenience of liquid soap dispensers in public places, such as restrooms, has also contributed to their popularity. As a result, bar soap manufacturers must innovate to differentiate their products and emphasize the unique benefits of bar soap, such as its eco-friendliness and longer-lasting usage, to remain competitive in a market increasingly dominated by liquid alternatives.

Environmental Concerns and Packaging Waste

While bar soap is often considered an eco-friendly choice, it is not exempt from environmental challenges. The packaging used for bar soaps, such as paper wrappers or plastic overwraps, contributes to waste generation. The sustainability-conscious consumer base is growing, leading to greater scrutiny of product packaging. To address this concern, many manufacturers have transitioned to more environmentally friendly packaging materials, such as recyclable or biodegradable options. However, the challenge lies in balancing the need for protection and product integrity with the desire to reduce packaging waste. Furthermore, as consumers become more discerning about their environmental footprint, they may opt for products with minimal packaging or choose package-free options, posing a challenge to traditional bar soap packaging practices. To meet these evolving demands and maintain their environmental credibility, bar soap manufacturers must continue to invest in sustainable packaging solutions and communicate their commitment to reducing waste.

Evolving Consumer Preferences and Ingredient Transparency

Consumer preferences for skincare and personal care products are constantly evolving, driven by factors such as ingredient transparency, health consciousness, and ethical considerations. Today's consumers are more informed and discerning about the ingredients used in their skincare products, including bar soaps. They are increasingly seeking products that are free from harmful chemicals, sulfates, parabens, and artificial

fragrances. This demand has led to the rise of natural and organic bar soaps, which use plant-based ingredients and emphasize transparency in ingredient sourcing and production processes. However, meeting these evolving preferences while maintaining affordability can be a challenge for manufacturers. Ingredient sourcing, especially for certified organic or sustainable ingredients, can be cost-prohibitive. Additionally, there is a need for ongoing research and development to identify safe and effective natural alternatives to synthetic additives. Manufacturers must strike a delicate balance between satisfying consumer demands for cleaner and safer formulations and maintaining competitive pricing in a crowded market.

Impact of E-commerce and Online Reviews

While e-commerce has been a boon for the global bar soap market, it also presents a unique set of challenges. The ease of online shopping has made it convenient for consumers to explore and purchase bar soaps from a wide range of brands and sources. However, this vast digital landscape has created intense competition, making it challenging for small or niche bar soap manufacturers to gain visibility and market share. Online reviews and recommendations, while valuable for consumers, can also influence brand perception and sales. Negative reviews or social media criticisms can spread quickly and have a significant impact on a brand's reputation. Moreover, counterfeit products and misleading advertising on e-commerce platforms pose risks to both consumers and legitimate manufacturers. To thrive in the digital age, bar soap brands need to invest in robust online marketing strategies, authentic customer engagement, and quality assurance measures to maintain trust and credibility in the online marketplace. Additionally, they must navigate the complexities of e-commerce policies and regulations to protect their brand integrity and consumer safety.

In conclusion, the global bar soap market faces a range of challenges, including competition from liquid soaps and shower gels, environmental concerns related to packaging waste, evolving consumer preferences for natural ingredients and ingredient transparency, and the impact of e-commerce and online reviews. Overcoming these challenges requires adaptability, innovation, and a commitment to meeting the changing needs and expectations of consumers while maintaining the core values and benefits of bar soap as a trusted and versatile personal care product.

Key Market Trends

Natural and Organic Formulations

One prominent trend in the global bar soap market is the increasing demand for natural and organic formulations. Consumers are becoming more conscious of the ingredients in their personal care products, and they are seeking safer and more environmentally friendly options. As a result, manufacturers are responding by developing bar soaps that feature ingredients sourced from nature, such as plant-based oils (e.g., olive oil, coconut oil), essential oils, and botanical extracts. These formulations often exclude synthetic additives like sulfates, parabens, and artificial fragrances. Natural and organic bar soaps are perceived as gentler on the skin and are seen as a healthier choice. They are also frequently marketed with transparent ingredient lists and eco-friendly packaging to align with consumer values. This trend reflects a broader shift towards clean beauty and wellness in the personal care industry, and it is expected to continue driving innovation in bar soap formulations.

Sustainable Packaging Solutions

Another significant trend in the global bar soap market is the adoption of sustainable packaging solutions. With growing environmental awareness, consumers are looking for products that minimize packaging waste. Bar soap, with its minimalistic packaging compared to liquid alternatives, is well-positioned to meet this demand. Manufacturers are responding by using eco-friendly packaging materials such as paper wrappers, cardboard boxes, and biodegradable materials. Some brands are also promoting package-free options, allowing consumers to purchase bar soaps without any packaging at all. Additionally, there is a push to reduce single-use plastics and opt for refillable soap dispensers to further reduce environmental impact. Sustainable packaging not only aligns with consumer values but also enhances brand reputation and can be a key selling point. As this trend continues, it is likely to influence consumers' purchasing decisions and encourage greater sustainability in the bar soap industry.

Specialty and Functional Bar Soaps

Specialty and functional bar soaps are gaining traction as consumers seek products that address specific skincare needs and preferences. These specialty soaps are formulated to provide targeted benefits, such as moisturizing, exfoliating, or treating skin conditions like acne. For example, moisturizing bar soaps may contain ingredients like shea butter or glycerin to hydrate the skin, while exfoliating bar soaps incorporate natural scrub particles like oatmeal or activated charcoal. Anti-aging bar soaps often feature ingredients like collagen, antioxidants, or vitamin E. These products offer consumers a tailored skincare experience and cater to a diverse range of concerns. The rise of

specialty and functional bar soaps reflects the growing demand for personalized self-care routines and an emphasis on holistic skincare. Manufacturers are likely to continue innovating in this area, introducing new ingredients and formulations to meet evolving consumer preferences.

Artisanal and Handcrafted Bar Soaps

Artisanal and handcrafted bar soaps are experiencing a resurgence in popularity. These unique and often locally-produced soaps stand out in a crowded market, appealing to consumers looking for distinctive and high-quality products. Artisanal bar soaps come in various shapes, sizes, and colors, and they often feature intricate designs or patterns. They may incorporate premium ingredients, such as rare essential oils or locally sourced botanicals, creating a premium and luxurious bathing experience. Consumers are drawn to the authenticity and craftsmanship associated with artisanal products, and they appreciate the story behind these creations. Many artisanal soap makers emphasize transparency in sourcing and production, building trust with consumers who value authenticity and sustainability. As consumers seek to elevate their daily rituals and enjoy unique sensory experiences, the trend of artisanal and handcrafted bar soaps is expected to continue growing, supporting local businesses and celebrating the artistry of soap making.

In conclusion, the global bar soap market is evolving in response to shifting consumer preferences and values. Natural and organic formulations, sustainable packaging solutions, specialty and functional bar soaps, and artisanal and handcrafted offerings are key trends driving innovation in the industry. These trends reflect a broader movement towards cleaner, more sustainable, and personalized self-care routines. Manufacturers that embrace these trends and prioritize quality, authenticity, and environmental responsibility are well-positioned to thrive in the evolving bar soap market.

Segmental Insights

Type Insights

Organic bar soap is experiencing rapid growth and has emerged as the fastest-growing segment in the global bar soap market. This surge in demand can be attributed to increasing consumer awareness of the benefits of natural and chemical-free skincare products. Organic bar soaps are formulated with plant-based ingredients, free from synthetic additives, and often cruelty-free. They resonate with eco-conscious

consumers seeking sustainable and skin-friendly alternatives. The appeal of transparent ingredient lists and environmentally responsible packaging has fueled this trend. As consumers prioritize health and the environment, the organic bar soap segment is poised for continued expansion and innovation.

Application Insights

Bathing bar soap has emerged as the fastest-growing segment in the global bar soap market. This growth can be attributed to its versatility and consumer preferences for a traditional, cleansing bathing experience. Bathing bar soaps offer convenience, efficacy, and often eco-friendly packaging, making them a popular choice. Furthermore, the pandemic heightened the importance of personal hygiene, resulting in increased demand for soap products, particularly those used during bathing. Manufacturers are responding with diverse formulations, fragrances, and specialty options, further driving the segment's growth. As consumers continue to prioritize health and hygiene, the bathing bar soap segment is set to maintain its rapid expansion in the global market.

Regional Insights

Asia Pacific stands as the dominant region in the global bar soap market. This region's market dominance can be attributed to its large population, which creates substantial demand for personal care products like bar soap. Additionally, the cultural preference for bar soap in many Asian countries has further contributed to its prominence. Local and international manufacturers cater to a diverse range of preferences and skincare needs in this region, leading to a wide variety of bar soap options. As Asia Pacific continues to experience economic growth and urbanization, the region is expected to maintain its dominant position in the global bar soap market.

Key Market Players

Unilever

Lush Retail Ltd.

Chagrin Valley Soap & Salve Co.

Ethique, Inc.

The Body Shop

Johnson & Johnson

Kirk's Natural LLC

Dr. Bronner's

Galderma S.A.

Tom's of Maine

Report Scope:

In this report, the Global Bar Soap Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Bar Soap Market, By Type:

Organic

Synthetic

Bar Soap Market, By Application:

Dish Washing

Bathing

Hand Washing

Others

Bar Soap Market, By Sales Channel:

Online

Supermarkets/Hypermarkets

Drugstores/Pharmacies

Departmental Stores

Others

Bar Soap Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

Italy

France

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Bar Soap Market.

Available Customizations:

Global Bar Soap market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. Introduction
 - 1.1. Product Overview
 - 1.2. Key Highlights of the Report
 - 1.3. Market Coverage
 - 1.4. Market Segments Covered
 - 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMERS

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decisions
- 4.3. Customer Satisfaction Level

5. GLOBAL BAR SOAP MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type Market Share Analysis (Organic, Synthetic)
 - 5.2.2. By Application Market Share Analysis (Dish Washing, Bathing, Hand Washing,

and Others)

5.2.3. By Sales Channel Market Share Analysis (Online, Supermarkets/Hypermarkets, Drugstores/Pharmacies, Departmental Stores, and Others (Direct Sales, etc.))

5.2.4. By Regional Market Share Analysis

5.2.4.1. North America Market Share Analysis

5.2.4.2. South America Market Share Analysis

5.2.4.3. Middle East & Africa Market Share Analysis

5.2.4.4. Europe Market Share Analysis

5.2.4.5. Asia-Pacific Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global Bar Soap Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By Application Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA BAR SOAP MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type Market Share Analysis

6.2.2. By Application Market Share Analysis

6.2.3. By Sales Channel Market Share Analysis

6.2.4. By Country Market Share Analysis

6.2.4.1. United States Bar Soap Market Outlook

6.2.4.1.1. Market Size & Forecast

6.2.4.1.1.1. By Value

6.2.4.1.2. Market Share & Forecast

6.2.4.1.2.1. By Type Market Share Analysis

6.2.4.1.2.2. By Application Market Share Analysis

6.2.4.1.2.3. By Sales Channel Market Share Analysis

6.2.4.2. Canada Bar Soap Market Outlook

6.2.4.2.1. Market Size & Forecast

6.2.4.2.1.1. By Value

6.2.4.2.2. Market Share & Forecast

6.2.4.2.2.1. By Type Market Share Analysis

6.2.4.2.2.2. By Application Market Share Analysis

6.2.4.2.2.3. By Sales Channel Market Share Analysis

- 6.2.4.3. Mexico Bar Soap Market Outlook
 - 6.2.4.3.1. Market Size & Forecast
 - 6.2.4.3.1.1. By Value
 - 6.2.4.3.2. Market Share & Forecast
 - 6.2.4.3.2.1. By Type Market Share Analysis
 - 6.2.4.3.2.2. By Application Market Share Analysis
 - 6.2.4.3.2.3. By Sales Channel Market Share Analysis

7. EUROPE BAR SOAP MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type Market Share Analysis
 - 7.2.2. By Application Market Share Analysis
 - 7.2.3. By Sales Channel Market Share Analysis
 - 7.2.4. By Country Market Share Analysis
 - 7.2.4.1. Germany Bar Soap Market Outlook
 - 7.2.4.1.1. Market Size & Forecast
 - 7.2.4.1.1.1. By Value
 - 7.2.4.1.2. Market Share & Forecast
 - 7.2.4.1.2.1. By Type Market Share Analysis
 - 7.2.4.1.2.2. By Application Market Share Analysis
 - 7.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 7.2.4.2. United Kingdom Bar Soap Market Outlook
 - 7.2.4.2.1. Market Size & Forecast
 - 7.2.4.2.1.1. By Value
 - 7.2.4.2.2. Market Share & Forecast
 - 7.2.4.2.2.1. By Type Market Share Analysis
 - 7.2.4.2.2.2. By Application Market Share Analysis
 - 7.2.4.2.2.3. By Sales Channel Market Share Analysis
 - 7.2.4.3. Italy Bar Soap Market Outlook
 - 7.2.4.3.1. Market Size & Forecast
 - 7.2.4.3.1.1. By Value
 - 7.2.4.3.2. Market Share & Forecast
 - 7.2.4.3.2.1. By Type Market Share Analysis
 - 7.2.4.3.2.2. By Application Market Share Analysis
 - 7.2.4.3.2.3. By Sales Channel Market Share Analysis
 - 7.2.4.4. France Bar Soap Market Outlook

- 7.2.4.4.1. Market Size & Forecast
 - 7.2.4.4.1.1. By Value
- 7.2.4.4.2. Market Share & Forecast
 - 7.2.4.4.2.1. By Type Market Share Analysis
 - 7.2.4.4.2.2. By Application Market Share Analysis
 - 7.2.4.4.2.3. By Sales Channel Market Share Analysis
- 7.2.4.5. Spain Bar Soap Market Outlook
 - 7.2.4.5.1. Market Size & Forecast
 - 7.2.4.5.1.1. By Value
 - 7.2.4.5.2. Market Share & Forecast
 - 7.2.4.5.2.1. By Type Market Share Analysis
 - 7.2.4.5.2.2. By Application Market Share Analysis
 - 7.2.4.5.2.3. By Sales Channel Market Share Analysis

8. ASIA-PACIFIC BAR SOAP MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type Market Share Analysis
 - 8.2.2. By Application Market Share Analysis
 - 8.2.3. By Sales Channel Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. China Bar Soap Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Type Market Share Analysis
 - 8.2.4.1.2.2. By Application Market Share Analysis
 - 8.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 8.2.4.2. India Bar Soap Market Outlook
 - 8.2.4.2.1. Market Size & Forecast
 - 8.2.4.2.1.1. By Value
 - 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Type Market Share Analysis
 - 8.2.4.2.2.2. By Application Market Share Analysis
 - 8.2.4.2.2.3. By Sales Channel Market Share Analysis
 - 8.2.4.3. Japan Bar Soap Market Outlook
 - 8.2.4.3.1. Market Size & Forecast

- 8.2.4.3.1.1. By Value
- 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Type Market Share Analysis
 - 8.2.4.3.2.2. By Application Market Share Analysis
 - 8.2.4.3.2.3. By Sales Channel Market Share Analysis
- 8.2.4.4. Australia Bar Soap Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Type Market Share Analysis
 - 8.2.4.4.2.2. By Application Market Share Analysis
 - 8.2.4.4.2.3. By Sales Channel Market Share Analysis
- 8.2.4.5. South Korea Bar Soap Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast
 - 8.2.4.5.2.1. By Type Market Share Analysis
 - 8.2.4.5.2.2. By Application Market Share Analysis
 - 8.2.4.5.2.3. By Sales Channel Market Share Analysis

9. SOUTH AMERICA BAR SOAP MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type Market Share Analysis
 - 9.2.2. By Application Market Share Analysis
 - 9.2.3. By Sales Channel Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. Brazil Bar Soap Market Outlook
 - 9.2.4.1.1. Market Size & Forecast
 - 9.2.4.1.1.1. By Value
 - 9.2.4.1.2. Market Share & Forecast
 - 9.2.4.1.2.1. By Type Market Share Analysis
 - 9.2.4.1.2.2. By Application Market Share Analysis
 - 9.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 9.2.4.2. Colombia Bar Soap Market Outlook
 - 9.2.4.2.1. Market Size & Forecast
 - 9.2.4.2.1.1. By Value

- 9.2.4.2.2. Market Share & Forecast
 - 9.2.4.2.2.1. By Type Market Share Analysis
 - 9.2.4.2.2.2. By Application Market Share Analysis
 - 9.2.4.2.2.3. By Sales Channel Market Share Analysis
- 9.2.4.3. Argentina Bar Soap Market Outlook
 - 9.2.4.3.1. Market Size & Forecast
 - 9.2.4.3.1.1. By Value
 - 9.2.4.3.2. Market Share & Forecast
 - 9.2.4.3.2.1. By Type Market Share Analysis
 - 9.2.4.3.2.2. By Application Market Share Analysis
 - 9.2.4.3.2.3. By Sales Channel Market Share Analysis

10. MIDDLE EAST AND AFRICA BAR SOAP MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type Market Share Analysis
 - 10.2.2. By Application Market Share Analysis
 - 10.2.3. By Sales Channel Market Share Analysis
 - 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. South Africa Bar Soap Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value
 - 10.2.4.1.2. Market Share & Forecast
 - 10.2.4.1.2.1. By Type Market Share Analysis
 - 10.2.4.1.2.2. By Application Market Share Analysis
 - 10.2.4.1.2.3. By Sales Channel Market Share Analysis
 - 10.2.4.2. Saudi Arabia Bar Soap Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value
 - 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Type Market Share Analysis
 - 10.2.4.2.2.2. By Application Market Share Analysis
 - 10.2.4.2.2.3. By Sales Channel Market Share Analysis
 - 10.2.4.3. UAE Bar Soap Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast

- 10.2.4.3.2.1. By Type Market Share Analysis
- 10.2.4.3.2.2. By Application Market Share Analysis
- 10.2.4.3.2.3. By Sales Channel Market Share Analysis
- 10.2.4.4. Kuwait Bar Soap Market Outlook
 - 10.2.4.4.1. Market Size & Forecast
 - 10.2.4.4.1.1. By Value
 - 10.2.4.4.2. Market Share & Forecast
 - 10.2.4.4.2.1. By Type Market Share Analysis
 - 10.2.4.4.2.2. By Application Market Share Analysis
 - 10.2.4.4.2.3. By Sales Channel Market Share Analysis
- 10.2.4.5. Turkey Bar Soap Market Outlook
 - 10.2.4.5.1. Market Size & Forecast
 - 10.2.4.5.1.1. By Value
 - 10.2.4.5.2. Market Share & Forecast
 - 10.2.4.5.2.1. By Type Market Share Analysis
 - 10.2.4.5.2.2. By Application Market Share Analysis
 - 10.2.4.5.2.3. By Sales Channel Market Share Analysis
- 10.2.4.6. Egypt Bar Soap Market Outlook
 - 10.2.4.6.1. Market Size & Forecast
 - 10.2.4.6.1.1. By Value
 - 10.2.4.6.2. Market Share & Forecast
 - 10.2.4.6.2.1. By Type Market Share Analysis
 - 10.2.4.6.2.2. By Application Market Share Analysis
 - 10.2.4.6.2.3. By Sales Channel Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPETITIVE LANDSCAPE

- 13.1. Company Profiles
 - 13.1.1. Unilever
 - 13.1.1.1. Company Details
 - 13.1.1.2. Product

- 13.1.1.3. Financials (As Per Availability)
- 13.1.1.4. Key Market Focus & Geographical Presence
- 13.1.1.5. Recent Developments
- 13.1.1.6. Key Management Personnel
- 13.1.2. Lush Retail Ltd.
 - 13.1.2.1. Company Details
 - 13.1.2.2. Product
 - 13.1.2.3. Financials (As Per Availability)
 - 13.1.2.4. Key Market Focus & Geographical Presence
 - 13.1.2.5. Recent Developments
 - 13.1.2.6. Key Management Personnel
- 13.1.3. Chagrin Valley Soap & Salve Co.
 - 13.1.3.1. Company Details
 - 13.1.3.2. Product
 - 13.1.3.3. Financials (As Per Availability)
 - 13.1.3.4. Key Market Focus & Geographical Presence
 - 13.1.3.5. Recent Developments
 - 13.1.3.6. Key Management Personnel
- 13.1.4. Ethique, Inc.
 - 13.1.4.1. Company Details
 - 13.1.4.2. Product
 - 13.1.4.3. Financials (As Per Availability)
 - 13.1.4.4. Key Market Focus & Geographical Presence
 - 13.1.4.5. Recent Developments
 - 13.1.4.6. Key Management Personnel
- 13.1.5. The Body Shop
 - 13.1.5.1. Company Details
 - 13.1.5.2. Product
 - 13.1.5.3. Financials (As Per Availability)
 - 13.1.5.4. Key Market Focus & Geographical Presence
 - 13.1.5.5. Recent Developments
 - 13.1.5.6. Key Management Personnel
- 13.1.6. Johnson & Johnson
 - 13.1.6.1. Company Details
 - 13.1.6.2. Product
 - 13.1.6.3. Financials (As Per Availability)
 - 13.1.6.4. Key Market Focus & Geographical Presence
 - 13.1.6.5. Recent Developments
 - 13.1.6.6. Key Management Personnel

13.1.7. Kirk's Natural LLC

13.1.7.1. Company Details

13.1.7.2. Product

13.1.7.3. Financials (As Per Availability)

13.1.7.4. Key Market Focus & Geographical Presence

13.1.7.5. Recent Developments

13.1.7.6. Key Management Personnel

13.1.8. Dr. Bronner's

13.1.8.1. Company Details

13.1.8.2. Product

13.1.8.3. Financials (As Per Availability)

13.1.8.4. Key Market Focus & Geographical Presence

13.1.8.5. Recent Developments

13.1.8.6. Key Management Personnel

13.1.9. Galderma S.A.

13.1.9.1. Company Details

13.1.9.2. Product

13.1.9.3. Financials (As Per Availability)

13.1.9.4. Key Market Focus & Geographical Presence

13.1.9.5. Recent Developments

13.1.9.6. Key Management Personnel

13.1.10. Tom's of Maine

13.1.10.1. Company Details

13.1.10.2. Product

13.1.10.3. Financials (As Per Availability)

13.1.10.4. Key Market Focus & Geographical Presence

13.1.10.5. Recent Developments

13.1.10.6. Key Management Personnel

14. STRATEGIC RECOMMENDATIONS/ACTION PLAN

14.1. Key Focus Areas

14.2. Target Type

14.3. Target Sales Channel

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