

Global Soaps Market, By Type (Liquid Soaps and Bar Soaps), By Distribution Channel (Modern Trade, Traditional Trade and Online), By Region, By Company, Competition, Forecast & Opportunities, 2025

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Abstracts

Global soaps market is projected to grow from around \$ 24 billion in 2019 to \$ 40 billion by 2025, on account of increasing personal disposable income, rapid urbanization coupled with rising concerns for maintaining good hygiene. Moreover, expanding population, increasing consciousness and awareness about COVID-19 disease, is further boosting demand for soaps across the globe.

In terms of types, the global soaps market is categorized into bar soaps and liquid soaps. Liquid soaps category witnessed faster growth over the last five years and is projected to grow at a higher pace than solid soaps throughout the forecast period as well. The liquid soaps segment has captured the majority share in the market due to ease and comfort level which consumer get while using them than solid soaps, resulting in rising sales of liquid hand wash and bath & showers gels. Also, rising use of loofahs with shower gels, add more convenience during bathing than solid soaps owing to which the liquid soaps category has been witnessing significant growth and is anticipated to maintain its dominance in the coming years.

Regionally, the global soaps market is dominated by Asia-Pacific, followed by North America and Europe. Growth in APAC soaps market is majorly attributable to the region's expanding population coupled with rapid urbanization and presence of major manufacturers of soaps in the region.

Some of the major players operating the global soaps market include Unilever, The

Procter & Gamble Company, Reckitt Benckiser Group plc, Henkel AG & Company, KGaA, Colgate-Palmolive Company, among others.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021-2025

Objective of the Study:

To analyze and forecast the market size of global soaps market

To classify and forecast global soaps market based on type, by distribution channel and regional distribution

To identify drivers and challenges for global soaps market

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global soaps market

To conduct pricing analysis for global soaps market

To identify and analyze the profile of leading players involved in the global soaps market

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and

presence of all major manufacturers across the globe.

TechSci Research calculated the market size of global soaps market using a bottom-up approach, wherein data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of product types for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Soaps manufacturers, suppliers, distributors and stakeholders

Potential investors

Organizations, forums and alliances related to soaps market

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as manufacturers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global soaps market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Type

Bar Soaps

Liquid Soaps

Market, By Distribution Channel

Modern Trade

Traditional Trade

Online

Market, By Region:

Asia-Pacific

India

China

Japan

Australia

Indonesia

Europe

France

Germany

United Kingdom

Italy

Russia

North America

United States

Mexico

Canada

South America

Brazil

Argentina

Colombia

Middle East and Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global soaps market.

Available Customizations

With the given market data, TechSci 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).

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

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- 3.Henkel Corporation
- 4.Colgate-Palmolive Company
- 5.Johnson & Johnson
- 6.Galderma Laboratories, L.P.
- 7.The Clorox Company

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