

Liquid Soap Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Hand Wash, Face Wash, Body Wash, Others), By Packaging Type (Pouch, Bottle, Tube), By Category (Organic, Synthetic), By Application (Residential, Commercial), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Pharmacy & Drug Stores, Online and Non-Retail), By Region and Competition

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Abstracts

The Global Liquid Soap Market size is anticipated to grow at high rate during the forecast period due to increasing demand from the hospitality sector, and the rising popularity of liquid soaps over traditional bar soaps.

Global Liquid Soap Market Scope

Liquid soap is in liquid form, unlike a solid bar. It is commonly used for hand washing and maintaining the personal hygiene. Liquid soap is typically made by combining the ingredients like water, oils, or fats, and a type of chemical solution “potassium hydroxide or sodium hydroxide”, through a process called saponification.

One advantage of liquid soap over bar soap is hygiene, as it is less likely to harbor bacteria and germs. It is easier to use, as it can be dispensed from a pump or squeeze bottle and can be customized to suit different skin types and preferences. However, some people may prefer liquid soap for its longer lifespan.

Based on category, the Global Liquid Soap Market is segmented into organic and synthetic. Organic liquid soap is a type of liquid soap that is made with organic ingredients. Organic ingredients are those that have been grown without the use of synthetic pesticides, herbicides, or fertilizers and have been processed without the use of synthetic additives. Synthetic liquid soap ingredients such as synthetic fragrances, preservatives, and surfactants. These ingredients are typically derived from petroleum or other chemicals.

Global Liquid Soap Market Overview

The Global Liquid Soap Market is expected to witness steady growth in the coming years, driven by factors such as increasing awareness about hygiene and sanitation, rising popularity of liquid soap over traditional bar soap, and the availability of a differentiated range of liquid soap products for different skin types and preferences.

One of the major factors driving the growth of the Global Liquid Soap Market is the rising demand from hospitality industry. Hand hygiene is particularly important in hotels, restaurants, and other food service companies, and the use of liquid soap can assist to minimize the transmission of germs and diseases. In addition, the increasing number of health and wellness-conscious consumers has contributed to the growth of the market. These consumers are looking for products that are gentle on the skin, free from harmful chemicals, and environmentally friendly.

Furthermore, in terms of regions, Asia Pacific is the largest liquid soap market. Viral diseases are most prevalent in countries such as India and China. People are using liquid soaps and washing their hands frequently now that they are aware of the source of these infections. The government is taking steps to raise awareness and encourage people to practice maintained hygiene activities. Such initiatives entice key market participants to invest in the region.

Global Liquid Soap Market Drivers

The major driver in the Global Liquid Soap Market is increasing hygiene awareness among people. With the rise in health and hygiene concerns, consumers are becoming more conscious of their cleanliness habits. This has led to a growing demand for liquid soaps as they are more convenient and efficient compared to traditional soap bars. Additionally, consumers are increasingly looking for premium quality and multi-functional liquid soap products that cater to their distinguished requirements such as moisturizing, fragrance, and skin type.

Furthermore, the health & safety concerns of the consumers also drive the global liquid soap market growth during the forecast period. The COVID-19 pandemic has brought health and safety concerns to the forefront, leading to a surge in demand for liquid soap as it is seen as an effective way to prevent the spread of the virus.

Global Liquid Soap Market Trends

A major trend in the Global Liquid Soap Market is the increasing demand for natural and organic liquid soaps. Consumers are increasingly looking for liquid soap products that contain natural and organic ingredients, which are perceived as being safer and better for the environment. To cater the demand of the consumers, manufacturers are launching organic & natural liquid soaps in the market. For instance, the brand 'Bee Organik' offers organic liquid soap which is made up of natural & organic ingredients. The organic and vegan ingredients are mixed with a pure-Castile liquid soap base to offer a thick, emollient lather with moisturizing. It includes no synthetic fragrances.

Additionally, the increasing trend of online shopping among consumers fuels the Global Liquid Soap Market during the forecast period. The rise of e-commerce has made it easier for consumers to purchase liquid soap products online, with many manufacturers now offering direct-to-consumer sales through their own websites or online marketplaces.

Furthermore, the rising popularity of eco-friendly packaging among consumers became a trend in the Global Liquid Soap Market during the forecast period. Manufacturers are using sustainable packaging materials, such as biodegradable plastic and recycled paper, to appeal to environmentally conscious consumers. For instance, in India, "Dettol", the germ protection brand, offers the 'Dettol Handwash' protection in 100% recyclable bottle.

Global Liquid Soap Market Challenges

The Global Liquid Soap Market faces a variety of challenges that impact its growth and sustainability. One of the most significant challenges is the high level of competition among manufacturers. The market is highly fragmented, with many players, including international and domestic manufacturers, which are competing for obtaining a significant market share. This results in a price war, where companies offer lower prices to gain a competitive edge, leading to reduced profit margins for manufacturers.

Moreover, the market is hindered by the challenge to the fluctuation in the prices of raw materials. As the pricing of raw material which is used in the production of liquid soap, such as surfactants, fragrances, and preservatives are subject to fluctuation in the market conditions, which can impact the overall cost of production. This makes it challenging for manufacturers to maintain a consistent pricing strategy for their products.

Global Liquid Soap Market Opportunities

The Global Liquid Soap Market presents several opportunities for growth and innovation. One of the most significant opportunities is the increasing demand for organic and natural products. Consumers are becoming more health-conscious and environmentally aware, and as a result, they are seeking out products that are made from the chemical free ingredients. Manufacturers can capitalize on this trend by offering liquid soap products that are free from harmful chemicals and are eco-friendly.

Consumers' increasing preference for premium goods creates an opportunity for businesses to gain a competitive edge in the market. Demand for premium liquid soap products with better-quality ingredients and packaging is rising as consumers become more affluent. Manufacturers now have the chance to stand out from the competition by providing distinctive and superior products.

Company Profiles.

Reckitt Benckiser Group plc, The Procter & Gamble Company, Unilever PLC, Lion Corporation, GOJO Industries, Inc., Godrej Consumer Products Limited, The Avon Company, Pental Products Pty Ltd., Colgate-Palmolive Company, and Amway International Inc., etc. are the market players in the Global Liquid Soap Market during the forecast period.

Market Segmentation

The Global Liquid Soap Market is segmented into product type, packaging type, category, application, distribution channel, and region. Based on product type, the market is segmented into hand wash, face wash, body wash, and others. Based on packaging type, the market is segmented into pouch, bottle, and tube. Based on category, the market is segmented into organic and synthetic. Based on application, the market is segmented into residential and commercial. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, convenience stores,

pharmacy & drug stores, online and non-retail.

Report Scope:

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

Liquid Soap Market, By Product Type:

Hand Wash

Face Wash

Body Wash

Others

Liquid Soap Market, By Packaging Type:

Pouch

Bottle

Tube

Liquid Soap Market, By Category:

Organic

Synthetic

Liquid Soap Market, By Application:

Residential

Commercial

Liquid Soap Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Pharmacy & Drug Stores

Online

Non-Retail

Liquid Soap Market, By Region:

Asia-Pacific

China

India

Japan

South Korea

Australia

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global liquid soap 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).

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 - 16.1.8.4. Key Market Focus & Geographical Presence
 - 16.1.8.5. Recent Developments
 - 16.1.8.6. Key Management Personnel
- 16.1.9. Colgate-Palmolive Company
 - 16.1.9.1. Company Details
 - 16.1.9.2. Product & Services
 - 16.1.9.3. Financials (As Per Availability)
 - 16.1.9.4. Key Market Focus & Geographical Presence
 - 16.1.9.5. Recent Developments
 - 16.1.9.6. Key Management Personnel
- 16.1.10. Amway International Inc.
 - 16.1.10.1. Company Details
 - 16.1.10.2. Product & Services
 - 16.1.10.3. Financials (As Per Availability)
 - 16.1.10.4. Key Market Focus & Geographical Presence
 - 16.1.10.5. Recent Developments
 - 16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Product Type
- 17.3. Target Distribution Channel

18. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

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