

# **Shampoo Bar Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Hair Type (Normal, Dry, Oily, Others), By Type (Glycerin-Based, Cold-Processed, Solid-Surfactant)By Distribution Channel (Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Departmental Stores, Online, and Others (Direct Sales, etc.)), By Region, By Company**

<https://marketpublishers.com/r/SCF69B40F4CCEN.html>

Date: September 2023

Pages: 180

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

ID: SCF69B40F4CCEN

## **Abstracts**

Global shampoo bar market is anticipated to grow during the forecast period due to the rising usage of social media platforms. Raising consumer awareness regarding usage chemical cosmetics and personal care items for an extended period can have harmful side effects.

A shampoo bar is a hair cleaner in a solid form. Solid shampoos conserve water. The main distinction between a liquid shampoo and a shampoo bar is the absence of harsh detergents and these bars do not have water-based formulation. Conversely, liquid shampoo depletes the hair's natural oil, leaving it dry.. Shampoo bars function similarly to regular shampoos, except they come in a solid form instead of liquid. They frequently resemble vintage soap bars, but instead of rinsing the hands, they make the hair look cleaner.

The shampoo bars can be generically categorized into three groups: solid-surfactant, cold-processed, and glycerin-based, depending on the pH content and specific purpose of each type. For instance, the gentleness and pH balance of soap bars made from glycerin prevents the production of excessive lather. The cold-processed bars' high pH

and substantial natural oil content make them perfect for conditioning. Since solid surfactants have a neutral pH and make a lot of lather, they help remove excess oil or chlorine.

Traditional bottle shampoos frequently contain preservatives and other chemicals such as parabens, sulfates, phthalates, silicone, or artificial perfumes can dry out the scalp and strip hair of its natural oils. More natural components that are excellent for hair can be found in shampoo bars, including vitamins, minerals, and natural oils.

### Rising Number of Hair Related Problems Will Boost the Market Demand

Due to its advantages, such as dandruff prevention and hair fall control with no side effects and customers' preferences for natural ingredient products is expected to develop during the projected period, increasing the demand for shampoo bars. According to the American Academy of Dermatology, 80 million Americans—50 million men and 30 million women—have hair loss (AAD). These health considerations promote using organic and natural shampoo bars and other hair care products. Therefore, the surging number of hair-related issues worldwide due to excessive or incorrect use of styling tools, including perms, dyes, gels, relaxers, or sprays, as well as ponytails and braids that tug on the hair, may result in hair breakage or weathering fueling the demand and growth of shampoo bar market during the forecast period.

### Increasing Number of Product Launches

Companies are introducing new products to draw customers, which will boost demand and propel the expansion of the shampoo bar market internationally. For instance, in 2022, P&G introduced its first high-performing shampoo bars in paper-based packaging across its European haircare line-up. The shampoo bar will be the same size as two 250ml bottles of liquid. According to P&G, the bars for Head & Shoulders, Pantene, Herbal Essences, and Aussie products will all have an integrated cotton rope for hanging in the shower and an easy-to-hold form. Additionally, in 2021, L'Oréal-owned Garnier has launched the Whole Blends Shampoo Bars in the US market. The introduction of these bars is a part of the company's larger sustainability plan and is made with formulations that use less water than its liquid versions and no plastic packaging.

### Growing Company's Environmental Concern Aids Product Demand

Plastic waste has become a significant environmental concern due to its detrimental

impacts on humans, other land animals, and marine life over the past few years. Increasing ecological concerns because of climate change are another significant factor boosting the demand. The solid form of shampoo bars aids in lowering plastic waste, a significant contributor to climate change. Due to this widespread problem, manufacturers have stopped using plastic packaging, particularly for cosmetics products. For instance, in 2022, Galaxy Surfactants, an Indian manufacturer of surfactants and specialty care additives, introduced shampoo bars made with Galseer Tresscon to replace 1 million shampoo bottles and save 50 metric tons of plastic. Out of the 300 million tons of plastic thrown yearly, 14 million tons end up in the oceans. Also, in 2021, L'Oréal's Garnier launched shampoo bars with zero plastic packaging to promote plastic-free activities. 94% of natural ingredients are used in the shampoo bar. Over the projected period, these environmental concerns will support sales of packing-free shampoo bars.

## Market Segmentation

The Global Shampoo Bar Market is segmented by hair type, type, distribution channel, and region. The market is segmented by hair type in normal, dry, oily, and others. Based on the type, the market is segmented into glycerin-based, cold-processed, and solid-surfactant. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, pharmacy & drug stores, departmental stores, online, and others (direct sales). The market analysis also studies regional segmentation to devise regional market segmentation.

## Company Profile

Lush Retail Ltd, J.R.LIGGETT LTD., Oregon Soap Company, Rocky Mountain Soap Company, Ethique Limited, Beauty And The Bees Pty Ltd., Apple Valley Natural Soap, Friendly Soap Ltd, The Solid Bar Company, and Daughter of the Land are the major market player in the global platform that lead the market of the shampoo bar market.

## Report Scope:

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

### Shampoo Bar Market, By Hair Type:

Normal

Dry

Oily

Others

#### Shampoo Bar Market, By Type:

Glycerin-Based

Cold-Processed

Solid-Surfactant

#### Shampoo Bar Market, By Distribution Channel:

Supermarkets/Hypermarkets

Pharmacy & Drug Stores

Departmental Stores

Online

Others

#### Shampoo Bar Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

## Europe

Germany

France

United Kingdom

Italy

Spain

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global shampoo bar 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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