

A YEAR OF INNOVATION IN SOAP, BATH & SHOWER, 2021

Across the regions, innovation is tapping into on-trend themes around skin health, protection, wellness and sustainability.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Innovation opportunities in soap, bath and shower

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: soap, bath & shower, 2021

EMEA: innovations align with on-trend themes

- An array of on-trend themes inspire SBS innovation
- A gap exists for more skincare/health claims
 - Graph 1: soap, bath and shower product launches by select skin-caring claims, 2016-17 vs 2020-21
- Standout skincare/skin health innovation focuses on repair, hydration and gentleness
- Protective VMS and immunity support themes inspire SBS innovation
- Aim to be super transparent about microbiome-friendly formulas
- Added value opportunities exist for hygiene/antibacterial SBS segment
- Protective claims focus on germ removal and are on the rise
 - Graph 2: soap, bath and shower product launches with antibacterial claims, 2016-17 vs 2020-21
- Add value to antibacterial products with hydrating and pollution-protection mentions
- Added value opportunities for hand sanitiser
- Sanitisers promote an array of added value features
- Rinse-free hand cleanser blurs with fragrances
- Wellness themes are increasingly established
- Aromatherapy claims can expand and tap into wellness trends
- Innovations continue to tap into wellness trends

Europe: be part of the solution as the climate change conversation intensifies

- The intensified spotlight on climate change spurs eco NPD onward
- Eco claims continue to be the fastest growing
 - Graph 3: soap, bath and shower product launches by fastest-growing claims, 2016-17 vs 2020-21
- Liquid/gel dominates – but an array of other eco-minded textures are emerging
- Bar soap re-positioned as on-trend, eco 'solid' showering format
- Combo solid/liquid innovation disrupts eco SBS segment
- More innovations tap into carbon offsetting trends and beyond
- Upcycled formulas expand, albeit slowly
- Spotlight on MEA

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ASIA PACIFIC (APAC)

- APAC retail market overview: soap, bath & shower, 2021

APAC: NPD adds value by focusing on skincare, hygiene and wellness

- Push the skincare message further
- Disrupt a dominant hydrating segment
 - Graph 4: soap, bath and shower product launches by select skin-caring claims, 2016-17 vs 2020-21
- NPD showcases the inclusion of hero active skincare ingredients
- Anti-body-acne formulas can target the young
- Skincare-focused innovation uses salicylic acid to address body acne
- Microbiome-friendly formulas evolve and specialise
- Antibacterial momentum continues
 - Graph 5: share of soap, bath and shower product launches with antibacterial claim, by sub-category 2016-17 vs 2020-21
- Added value antibacterial soap/sanitiser: stress convenience
- Added value antibacterial soap/sanitiser: blur with fragrances
- Added value antibacterial soap/sanitiser: focus on hydration
- Added value antibacterial soap/sanitiser: offer a comprehensive collection
- Eco-minded tablet formats expand into sanitiser
- Be disruptive and clearer about wellness merits
- Wellness NPD explores scent, playfulness, the medicinal and forest bathing
- Exercise as you shower to boost wellbeing and health

APAC: speed up the slow pace of growth for eco claims

- Below-average and slower pace of growth for eco claims in APAC
- Eco claims are slower growing in APAC
 - Graph 6: soap, bath and shower product launches by select eco claims, 2016-17 vs 2020-21
- Format and packaging innovation tap into eco trends

THE AMERICAS

- Americas retail market overview: soap, bath & shower, 2021

Americas: skincare, protective and wellness benefits evolve

- NPD aligns with an array of on-trend and evolving themes
- NPD aims to appeal to significant consumer interest in skincare benefits
 - Graph 7: SBS launches by select skin-friendly claims, 2016-17 vs 2020-21
 - Graph 8: SBS launches by select skin-friendly claims, 2016-17 vs 2020-21
- Nutrient-rich formulas promise superior hydration

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- Better care for sensitive and eczema-prone skin
- Fastest growth for antibacterial claims
 - Graph 9: SBS product launches with antibacterial claims, by region, 2016-21
- Prestige innovations add value to a functional sanitiser segment
- Refillable sanitiser factors in pandemic waste
- Microbiome protection concepts can expand in SBS
- Aromatherapy can play a greater role in wellness
 - Graph 10: SBS product launches with aromatherapy claims, by region, 2016-21
- Aromatherapeutic shower steamers (and mists) are the new bath bombs
- Escapist themes are increasingly the norm and align with wellness trends
- Explore the healing and wellbeing merits of epsom salt
- Unilever recognises the mental wellbeing merits of spreading positivity

Americas: innovations are increasingly focused on sustainability

- Consumers make efforts to be more eco-minded when showering/bathing
- Sustainable claims are among the fastest growing in SBS
 - Graph 11: SBS product launches with fastest-growing eco claims, by region, 2016-21
- Disruptive water-saving and plastic-waste-minimising formats: tablets
- Disruptive water-saving and plastic-waste-minimising formats: powder systems
- Metal and paper-based packs make inroads

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