

# A YEAR OF INNOVATION IN SOAP, BATH & SHOWER, 2022

Innovation continues to focus on sustainability, wellness and elevating the sensorial merits of using SBS products.



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# Report Content



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

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: make sustainability more accessible

- Reduce barriers to refill purchases
- Put a bigger focus on underused eco-ethical claims
  - Graph 1: soap/bath/shower launches by eco-ethical claims, 2021-22
- Format innovations help make sustainability more attainable
- Subscription services improve accessibility
- Refill cartons can be positioned as more eco-friendly

### Europe: create new experiences with playful textures and scents

- Help consumers explore and play with novel concepts
- Be more experimental with textures
  - Graph 2: soap/bath/shower\* launches by top 10 formats/textures, 2021-22
- Novel textures, scents and shower filters for spa-like experiences

### The Middle East & Africa (MEA)

- Roll-on and mini formats and evocative scents stand out

## ASIA PACIFIC (APAC)

### Asia: make sustainable innovation convenient and affordable

- Promote quality, convenience and value to drive sustainable purchases
- Opportunity for convenient/value focused eco-ethical NPD
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  - Graph 3: average price (\$) per 100ml/g of soap/bath/shower launches by eco/non-eco claims, 2021-22
- Eco-ethical innovations promote other attributes too

### Asia: create a multi-sensory bath and shower experience

- Use texture to create a sensory experience
- Gel/jelly textures are the most prominent

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- Graph 4: soap/bath/shower launches by top 10 formats/textures, 2017-18 vs 2021-22
- Format innovations create memorable SBS experiences

### **Australia & New Zealand: natural, eco and playful concepts add value**

- Playful textures and natural formulas add value
- NPD stresses the use of native Australian ingredients

## **THE AMERICAS**

### **North America: add value to sanitisers beyond effective germ removal**

- Hand sanitiser can look beyond functional benefits
- Hydrating claims are rising and add value to sanitisers
  - Graph 5: top 5 fastest-growing hand sanitiser\* claims, 2017-18 vs 2021-22
- Sanitiser innovation looks beyond antibacterial efficacy

### **North America: help consumers relax and switch off**

- Help consumers disconnect with added value NPD
- Wellness focused NPD targets men, period pain and links to the outdoors

### **Latin America: multifunctional opportunities**

- Help consumers save water, time and costs amidst water and economic crises
- Multipurpose NPD can be time-, cost- and water-saving

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