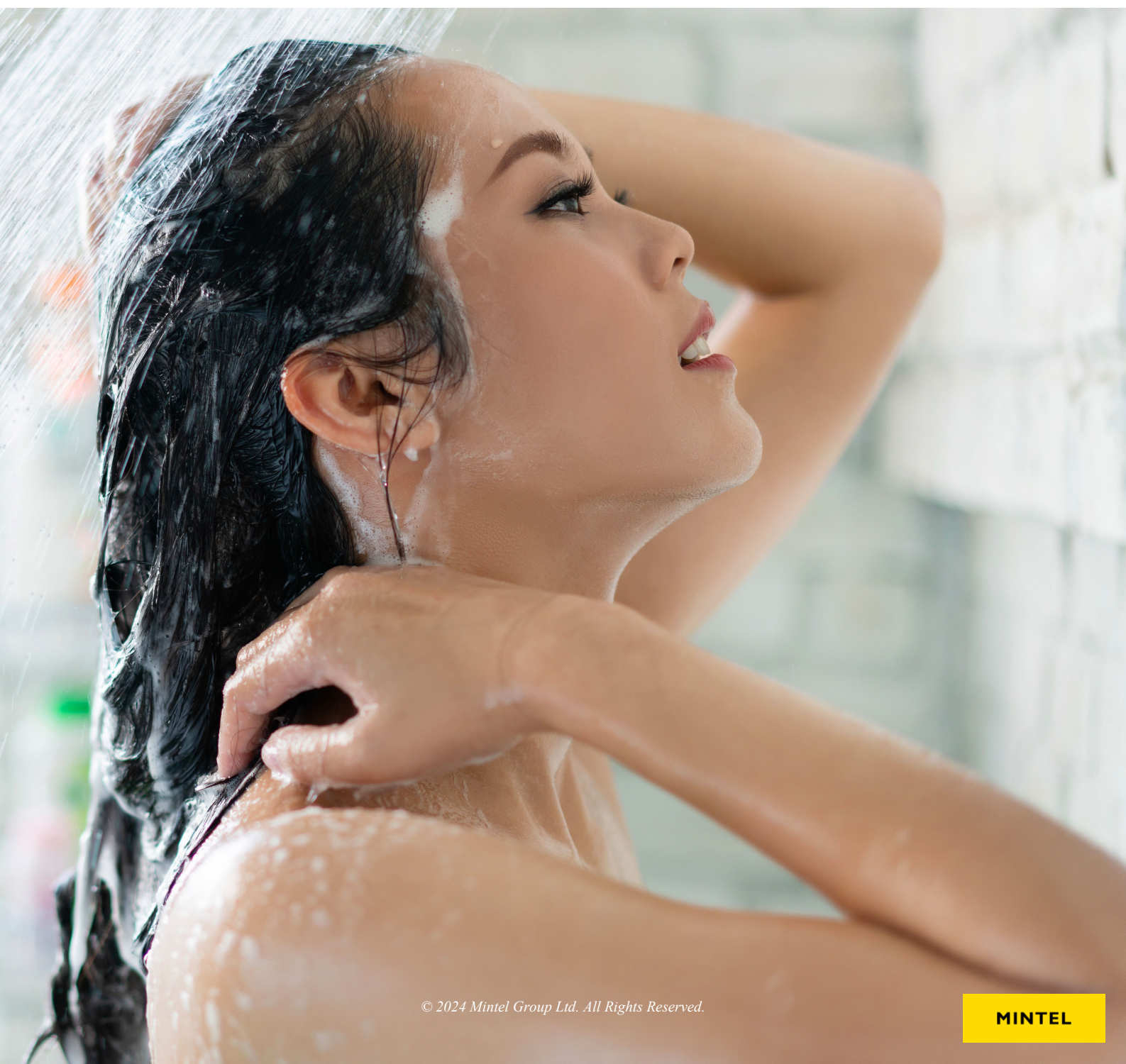


SOAP, BATH AND SHOWER PRODUCTS – THAI CONSUMER – 2023

Innovate the SBS market with shower oil innovation and by encouraging the shift from bar soap to liquid handwash. Also, diversify the intimate wash category.



Chayapat
Ratchatawipasanan,
Principal Analyst



Soap, Bath And Shower Products - Thai Consumer - 2023

This report looks at the following areas:

- The trends impacting the soap, bath and shower products category in Thailand
- Body skin issues and concerns among Thai consumers
- Use of soap, bath and shower products
- Purchasing criteria and interest in soap, bath and shower products features
- Attitudes towards soap, bath and shower products

Overview

The Thai SBS market is currently experiencing a period of stagnation, projected to have a CAGR of **2.9%** from 2022 to 2026. This underlines the need for an innovation approach that aligns with consumer interests and adds compelling value.

The emergence of shower oil presents a promising opportunity for brands to inject a sense of novelty into this stagnant market. This move will not only cater to the increasing interest in skin health but also align seamlessly with the broader trend of 'skinification'.

Additionally, there is untapped potential in the handwash segment. By transitioning consumers from bar soap to liquid soap for handwashing, focusing on herbal and natural ingredients, brands can tap into a new market while generating market growth. Moreover, there is an opportunity for growth in the intimate wash segment driven by younger adults' adoption,



Invigorate the SBS market with shower oil innovation and by encouraging the shift from bar soap to liquid handwash. Also, diversify the intimate wash category.

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coupled with an evolved self-care culture in which consumers focus on and have become more open about intimate care.

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Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

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- Overview
- The outlook of soap, bath and shower products in Thailand
- Shower products embraced the 'skinification' trend, while handwash can thrive with a natural positioning
 - Graph 1: SBS product launches by sub-category, 2018-23
- Reinvigorate the bath and shower market with skincare-intensive shower oil
 - Graph 2: soap, bath and shower products used for body wash in the past six months, 2023
- Target urban users to expand value in the handwash segment
 - Graph 3: features of soap, bath and shower products consumers are willing to pay more for, by bar soap usage and living area, 2023
- Diversify intimate wash offerings to increase market reach
 - Graph 4: most important factors when purchasing a soap, bath and shower product, by intimate wash usage, 2023

KEY TRENDS AND MARKET FACTORS

- What you need to know

Bath and shower have embraced 'skinification'

- The SBS market in Thailand has plateaued with a projected decline in growth rate
 - Graph 5: soap, bath & shower products market size, 2018-26
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 - Graph 6: SBS product launches by sub-category, 2018-23
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 - Graph 7: top five claims related to skincare benefits in bath and shower products*, 2018-23
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- Liquid hand soap shows strength in antibacterial claims while bar soap leads in natural ones
 - Graph 8: top five claims in SBS product launches, by sub-category, 2018-23
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 - Graph 9: features in a beauty/grooming product that consumers perceive as indicators of good value for money*, 2022
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WHAT CONSUMERS WANT AND WHY

- What you need to know

Reinvigorate the bath and shower market with skincare-intensive shower oil

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 - Graph 14: soap, bath and shower products used in the past six months, by shower oil usage, 2023
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Target urban bar soap users to expand value in the handwash category

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