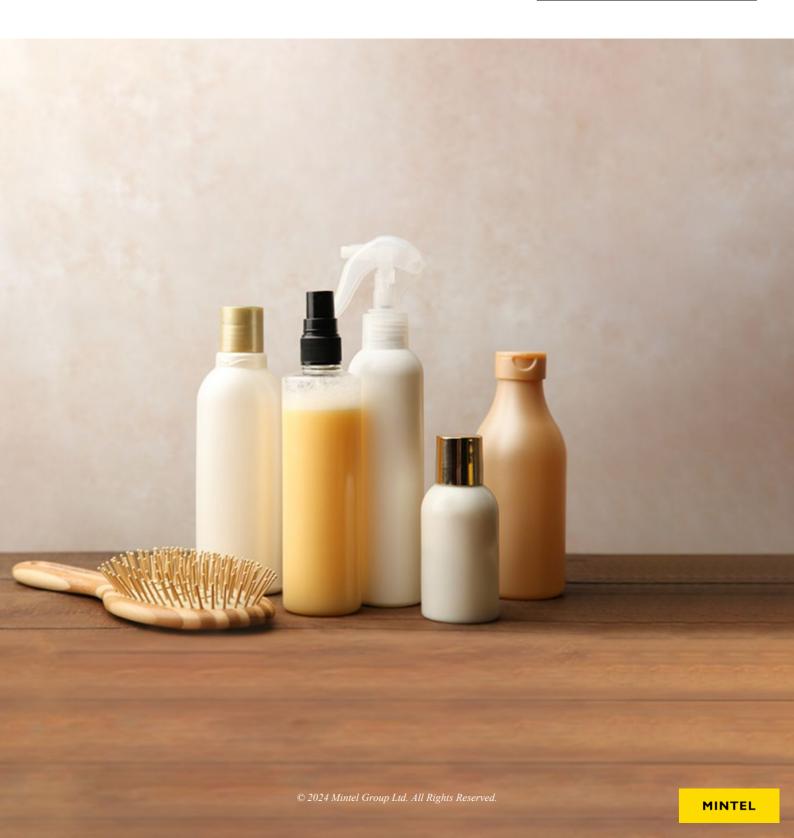
THE FUTURE OF SOAP, BATH AND SHOWER PRODUCTS: 2019

Global annual review: what's now and what's next for the soap, bath and shower products market.





Report Content

- · What's in this report
- Mintel's synopsis

IMMEDIATE FUTURE: THE NEXT 2 YEARS

Bathing: the ultimate health and wellness ritual

- Mintel recommends
- Consumers want to improve their emotional health
- · Leverage a stronger wellbeing positioning
- · Bring the spa experience home
- · Relaxing fragrances make scents
- · Aromatherapy is key
- · Bath products with health benefits
- Stress is a global issue
- Bath products can combat the effects of stress
- Tap into root causes of sleep disturbance
- SBS products designed to promote better sleep
- Bathing tackles multiple health needs
- · Spiritual healing is trending
- · Tap into crystal therapy for mood management
- · More crystal bath products
- CBD oil holds the spotlight

More focus on multi-sensory experiences

- Mintel recommends
- SBS products should offer more than just cleansing
- · SBS products should offer more than just cleansing
 - Graph 1: Benefits sought in soap, bath and shower products, November 2017
- Experiential benefits garner interest
- · Instagrammable bath products capture attention
- Turn showering into a pampering experience
- · Bath-inspired shower products
- Facial skincare can inspire SBS innovations
- Fun-filled facial masks
- · Multi-sensory benefits can entertain and prove efficacy

The Future of Soap, Bath and Shower Products: 2019

- · Consumers seek products that give sensorial experiences
- See it to believe it
- · Thermolat provides a warming sensation

PLANNING AHEAD: THE NEXT FIVE YEARS

Meet the needs of multicultural and male consumers

- Mintel recommends
- The US population is becoming more diverse
- Demographic shifts in younger generations
- Meet the specific needs of multicultural consumers
- · Claims that resonate
- · Fully understand the audience
- · Laundry detergent commercial misses the mark and causes controversy
- · Men are stepping up their personal care game
- · Men across the globe care how they look
- · Scented features are key to reach adult males
- · Adolescent boys have limited personal care options
- · Male cleansing needs differ by age group
- · Prep U's products tackle the dirt, sweat and smells of boyhood
- · Set the stage for the next generation of men
- Reach adolescent boys by marketing to their parents

Make ethical and sustainability strategies a priority

- · Mintel recommends
- Demand for natural ingredients can take a toll on the planet
- · Consumers are taking an ethical approach to personal care
- Dr. Bronner's palm oil is produced ethically
- · Revive Ayurvedic herbs through sustainable initiatives
- Plastic pollution has become a pressing environmental concern
- · Global demand for plastic pollution prevention
- · Lush thinks packaging is rubbish
- · Plastic microbeads are becoming extinct
- Exfoliants that scrub away plastic microbeads with natural, sustainable alternatives
- · Eco-friendly behaviors can be rewarding
- Brands with recycling incentives

MARKET OVERVIEW: KEY DATA

- Market to watch: India
- The biggest markets for 2019
- Markets to watch: Turkey and Indonesia
- Fastest and slowest growing markets
- Market to watch: China
- Highest and lowest spend per capita
- Top 5 markets in 2020
- Global NPD trends
- Leading GNPD claims

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent (see Research Methodology for more information).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at http://www.mintel.com/terms

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850