

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.



A Mintel Analyst, Global Analyst



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
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 - 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

- 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

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