Splish, Splash…Scent And Moisturization Dominate The Bath And Soap Market

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If it doesnâ€™t smell good or offer the promise of moister skinâ€”soap and shower product manufacturers can forget it!

A recent Mintel survey reveals that among the top attributes consumers look for when shopping for soap, bath and shower products; scent and moisturization are cited most often as influencing purchase decisions.

Thirty-eight percent of Mintel respondents who have purchased soap say their decision is based mainly on scent, while 35% say they prefer shower products with extra moisturizers.

â€œAlthough many top brands have answered demand for these qualities, there are substantial opportunities for private label brands to enter this arena during the slow economic recovery,â€• notes Kat Fay, senior beauty analyst at Mintel. â€œThe US soap consumer is looking for bargains now more than ever as household budgets remain tight, therefore private label brands need to have a lower price-point and deliver lather, fragrance and significant moisturizing ingredients.â€•

Meanwhile, well over half of Mintelâ€™s respondents (60%) claim that finding soap or body wash products on sale or the cheapest is important/very important to them and 18% of soap-buying consumers say they look for the least expensive brand of soap or body wash.

While this segment is often targeted towards women, men are starting to make a substantial impact in the market of bubblesâ€¦a plain old bar of soap is no longer going to cut it.

Men between the ages of 18-34 report the highest usage of body wash at 58%, compared to 50% of those ages 35-54 and 42% of those who are 55+.

â€œMen represent a key demographic for sales of body wash products and marketers of these products should attempt to gain the attention of men to boost their sales,â€• adds Kat Fay. â€œHaving said that, a whopping 74% of women buy liquid body soap or wash compared to 50% of menâ€”so women are still the key purchasers.â€•

With the growing trend of body wash, it seems people need a little help lathering up, so it isnâ€™t surprising that scrubbers and massagers grew nearly 10% in 2010 and Mintel expects this segment to continue growing by 63% between 2010 and 2015.

Source: Mintel Oxygen Reports

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