Global Bath and Shower Products Market 2015-2019

Description: Market analysis of bath and shower products

The market research analyst predicts the global bath and shower products market to reach a market value of around USD 15 billion by the end of 2019. The increasing awareness about health and hygiene is the primary driver for the growth of this market. Consumers are being exposed to reliable information about the various bath products through the internet, television, and other sources of information. The rise in living standards and income are also leading consumers to opt for more expensive and aesthetically appealing bath and shower products with different fragrances and effective ingredients.

The increased demand for organic products is also anticipated to contribute to the market growth during the forecast period. Organic shampoo manufacturers are focusing on developing new products by adding value to the basic cleansing action of shampoos. For instance, dry shampoos are available either in spray or powder formats and are used to absorb dirt and oil on the hair and scalp. They save time and effort, and also help in retaining the natural hair oils that are washed out by standard shampoos.

Product segmentation and analysis of the bath and shower products market

Shower products
- Liquid bath products
- Bath additives
- Bar soaps

Shower products dominated the market during 2014 with a market share of around 70%. The report predicts this segment to retain its leadership until the end of 2019 growing at a rate of around 4%. This segment includes products such as shower gels, shower creams, exfoliates, body shampoo, mousses, loofah, bath brush, body polishers, and foot scrubs.

Segmentation by retail format and analysis of the bath and shower products market

Supermarkets and hypermarkets
- Specialist stores
- Drugstores

The supermarkets and hypermarkets segment accounted for 53% of the market share during 2014. Supermarkets store numerous bath and shower products providing consumers with a variety of choices for purchasing.

Geographical segmentation and analysis of the bath and shower products market

Americas
- APAC
- Europe
- MEA

Europe accounted for the largest market share of around 48% during 2014. The evolving buying patterns of consumers is the primary growth driver of the market in this region. The growing affinity of the consumers towards organic and natural bath and shower products with specific ingredients has helped to boost sales of these products.

Competitive landscape and key vendors

The global bath and shower products market is competitive with the presence of well-diversified international suppliers. The competition in the market is expected to intensify during the forecast period, with an increase in product/service extensions, innovations in technology, and mergers. International players are anticipated to grow inorganically during the forecast period by acquiring regional or local players.
The top five vendors in the market are

- Johnson & Johnson
- L'Oreal
- P&G
- Unilever
- Colgate-Palmolive

Other vendors in the market include Avon, Bath and Body Works, Beiersdorf, Coty, Estee Lauder, Henkel, Kao, L'Occitane, Lush, Revlon, and Soap and Glory.

Key questions answered in the report include
- What will the market size and the growth rate be in 2019
- What are the key factors driving the global bath and shower products market
- What are the key market trends impacting the growth of the global bath and shower products market
- What are the challenges to market growth
- Who are the key vendors in the bath and shower products market
- What are the market opportunities and threats faced by the vendors in the bath and shower products market
- Trending factors influencing the market shares of the Americas, APAC, Europe, and MEA
- What are the key outcomes of the five forces analysis of the global bath and shower products market

Related reports
- Beauty and Personal Care Market in Russia 2015-2019
- Natural and Organic Personal Care Product Market in Europe 2015-2019
- Beauty and Personal Care Market in Latin America: Forecast 2015-2019
- Beauty and Personal Care Market in Africa 2015-2019
- Hair Care Market in GCC 2015-2019

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