

## **North America Bath Soap Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

Market Report | 2023-07-05 | 140 pages | IMARC Group

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### **Report description:**

Market Overview 2023-2028:

The North America bath soap market size reached US\$ 4.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6.2 Billion by 2028, exhibiting a growth rate (CAGR) of 5.2% during 2023-2028.

Bath soap refers to a cleaning agent which is made from a combination of alkalis, such as caustic soda and caustic potash, with vegetable/animal fat oil extraction. The bath soaps are available in the form of bar, powder, flakes or liquid. These soaps are an essential component of the personal care routine as it helps in removing dirt, unclogging pores and healthy conditioning of the skin. Moreover, the bath soaps maintain hygiene and odor of the body.

North America Bath Soap Market Trends:

North America provides an expanding market for the bath soaps. Rapidly increasing population, growing hygiene awareness among the consumers and new product innovations are driving the bath soap market in the region. In addition to this, easy availability, infusion of newer fragrances, attractive packaging and distinctive products for men and women boosts demand for the product. Rising globalization has led to the introduction of eco-friendly products containing natural ingredients, such as sea salt, along with refill and biodegradable packaging. The demand for the product is expected to be fueled by enlargement of supermarkets, product publicity in media and rising economy of the region in the upcoming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America bath soap market report, along with forecasts at the regional and country level from 2023-2028. Our report has categorized the market based on product type, form and distribution channel.

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#### Breakup by Product Type:

- Premium Products
- Mass Products

#### Breakup by Form:

- Solid Bath Soaps
- Liquid Bath Soaps

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Pharmacies
- Specialty Stores
- Online Stores
- Others

#### Breakup by Country:

- United States
- Canada
- Mexico

#### Report Scope:

- Historical, Current and Future Market Trends
- Value Chain Analysis
- Key Drivers and Challenges
- Porters Five Forces Analysis
- PESTEL Analysis
- Government Regulations

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players.

IMARC Group's latest report provides a deep insight into North America bath soap market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the North America bath soap market in any manner.

#### Key Questions Answered in This Report

1. What was the size of the North America bath soap market in 2022?

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2. What is the expected growth rate of the North America bath soap market during 2023-2028?
3. What has been the impact of COVID-19 on the North America bath soap market?
4. What are the key factors driving the North America bath soap market?
5. What is the breakup of the North America bath soap market based on the product type?
6. What is the breakup of the North America bath soap market based on the form?
7. What is the breakup of the North America bath soap market based on the distribution channel?
8. What are the key regions in the North America bath soap market?

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