

**Liquid Soap Market Assessment, By Product [Bath and Body Soap, Kitchen Soap, Laundry Soap, Others], By Usage [Personal, Household], By Category [Organic, Conventional], By Fragrance [Scented, Non-Scented], By Packaging [Pouch, Tube, Dispenser, Bottle, Others], By Price Range [Mass Segment, Premium Segment, Luxury Segment], By Application [Residential, Commercial], By Distribution Channel [Online, Offline], By Region, Opportunities and Forecast, 2017-2031F**

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**Report description:**

Global liquid soap market is projected to witness a CAGR of 4.30% during the forecast period 2024-2031, growing from USD 25.10 billion in 2023 to USD 35.15 billion in 2031. Factors such as growing awareness of the importance of personal hygiene and health among consumers, rising demand for natural and organic liquid soaps, consumers' preference for mild and gentle products, installation of smart liquid soap dispensers in public restrooms, increasing demand for natural and organic products, and introduction of toxic free and chemical free liquid soaps are driving the global liquid soap market growth. Also, the rising usage of liquid soaps among youngsters due to convenience and hygiene over traditional bar soaps is further augmenting the market growth.

The use of upcycled and functional ingredients in liquid soaps is driving the market's growth. For instance, in November 2023, Eurofragrance launched Verdenix, an upcycled ingredient used in liquid soap to offer malodour counteraction benefits. The innovation, made from upcycled material through a natural process, acts as a booster in hand and body wash applications, as well as in dishwashing liquid products, to eliminate the foul smell.

Technological advancements in the packaging of liquid soaps and the introduction of smart dispenser units are driving the growth of the liquid soap market due to an increase in the convenience of consumers. The introduction of technologically advanced

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touch-free hand dispensers has heightened the growth of the liquid soap market. These dispensers eliminate manual pumping or washing hands with bar soap, easing the usage, encouraging frequent handwashing, and driving market growth. Moreover, liquid soaps further augment the market growth due to touchless usage.

#### Consumers' Rising Preference for Sulphates and Paraben-Free Liquid Soaps to Gain Momentum

Awareness about these chemicals' potential health and environmental impacts drives consumers towards a preference for sulfate and paraben-free liquid soaps. Sulfates, such as sodium lauryl sulfate and sodium laurate sulfate, are probably the most common surfactants in soaps that harm the skin. They help create lather, but as they're harsh on the skin and can lead to skin irritation, dryness, and worsen conditions such as eczema and dermatitis. Parabens, on the other hand, are preservatives used to extend the shelf life of personal care products. Some studies point to their potential role in hormonal disruptions, as parabens can mimic estrogen in the body and may increase the risk of breast cancer and other reproductive disorders. Consequently, consumers are increasingly seeking milder alternatives which are free from these harsh chemicals, minimizing the skin reactions.

Consumers' preference for a greater number of products which fit into a more natural, environmentally friendly lifestyle is on the rise. Sulfate and paraben free liquid soaps are often positioned as being more natural and eco-friendlier.

For instance, in July 2023, Bath & Body Works, Inc. launched its latest reformulated hand soap collection. The collection has been manufactured without parabens, sulphates, and dyes, containing natural essential oils, Vitamin E, aloe, and shea extract.

#### Sustainable Packaging to Gain Momentum

Sustainable packaging in the liquid soap markets, such as biodegradable plastics, recycled materials, and refills, appeals to eco-conscious consumers, driving the market growth. Refill packs are becoming increasingly popular, where customers can buy soap in bulk and refill their used bottles. It reduces consumption of single-use plastics, promoting a circular economy.

Manufacturers are increasingly offering fashionable, long-term dispensers made of glass or high-quality plastics which are reusable to attract eco-conscious consumers. Brands offering sustainable packaging gain a competitive advantage in terms of goodwill and customer loyalty.

Different packaging materials, such as aluminum, PET plastic, and cartons, are being used for liquid soaps to contribute to growing environmental concerns and appeal to eco-conscious consumers. Recycled materials, such as post-consumer recycled plastics and paper-based packaging, lower dependence on virgin materials and reduce the overall carbon footprint.

In March 2024, Grove Collaborative Holdings, Inc. launched Grove Co., which rebranded with a ready-to-use range of daily home essentials in beautifully sustainable aluminum packaging. The aluminum packaging introduced for liquid dish soap, hand liquid soap, and laundry detergent liquid is recyclable.

In July 2023, Dr. Bronner's launched a new soap refill carton packaging for its liquid soap, Pure-Castile. Using these sustainable refill packs, consumers will be able to minimize their plastic usage by 82% as compared to the post-consumer recycled plastic bottles.

#### Dispenser to Dominate Global Liquid Market Share

Dispenser packaging dominates the liquid soap market, offering convenience, hygiene, and growing consumers' preferences. A dispenser, in the form of a pump bottle, offers ease of use; without needing to touch the container, which maintains hygiene. It is important when different users use the same soap, such as in public restrooms and hospitals. Dispenser packaging is versatile enough to accommodate different liquid soap formulations that include moisturizing, antibacterial, and scented varieties to suit a range of consumer needs, hence, owing to their popularity.

The controlled dispensing mechanism minimizes waste by using the right amount of soap per application as compared to a tube and being cost-effective and eco-friendly. Moreover, the dispenser packaging is sustainable as it is mostly designed for refills, which helps remove the need for continuous purchase of new bottles. For instance, in July 2023, Bath and Body Works introduced a hand soap collection which features a dispenser bottle with recycled plastic. These dispenser bottles are made with 50% recycled plastic. The company introduced their hand soap refills which can be refilled in an empty hand soap dispenser bottle.

#### Asia-Pacific to Dominate the Global Liquid Soap Market Share

Asia-Pacific consists of the most highly populated countries in the world, including China and India. The large and growing population in the region forms a tremendous market for hygiene and personal care products, such as liquid soap. According to the United States Census Bureau, in 2024, China's population was 1.412 billion, while India's was 1.417 billion.

Furthermore, economic development across most Asian countries has made most people in the region be with a higher disposable

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income. The improved level of disposable income increases the chances of people being able to afford and use a wide range of personal care products, including liquid soap. Further, lifestyle changes in Asia-Pacific become fast, with a fast move to convenient and easy-to-use products. Liquid soap, with its user-friendly packaging and dispensing systems, would fall right into these changing preferences. Moreover, the increasing awareness of the importance of health and hygiene in the region is further augmenting the market growth.

#### Future Market Scenario (2024 - 2031F)

The market is witnessing growth and is anticipated to grow exponentially in the future as well due to several factors.

-□The technological advancements and innovation in the formulation, ingredients, and texture of the product is anticipated to propel the market's growth. Manufacturers are continuously developing new liquid soap varieties such as medicinal properties, elimination of foul smell and added moisturizing properties, appealing to the consumers with different requirements.

-□The introduction of refills and sustainable packaging, which has a low carbon footprint, is expected to increase the market's visibility in the forecast years.

-□Expansion of e-commerce platform is another catalyst which is expected to contribute to the growing demand for liquid soaps in the forecast period.

#### Key Players Landscape and Outlook

Key players in the global liquid soap market are helping the growth by focusing on continuous product innovation, retail expansions, and strategic marketing. The manufacturers are actively expanding their product portfolio, increasing the base of the customers, and catering to their evolving needs.

The key players are expanding their product portfolios to offer convenience to the consumers with the launch of the latest products. For instance, in May 2024, The Procter & Gamble Company expanded their laundry care range with the launch of Tide Professional Commercial Laundry Detergent and Downy Professional Fabric Softener, offering the businesses a trusted clean in one wash. Tide Professional Laundry liquid detergent is available in different sizes viz., 105 oz. and 170 oz.

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