

Body Wash and Shower Gel Market Assessment, By Product [Body Wash, Shower Gel], By Ingredients [Organic, Herbal, Chemical], By Formulation [Gel, Cream, Foam, Others], By Packaging [Single Unit, Gift Packs, Travel Size, Others], By Fragrance [Scented, Non-Scented], By Price Range [Mass Segment, Premium Segment, Luxury Segment], By Application [Residential, Commercial], By End-user [Infants, Children, Men, Women], By Distribution Channel [Offline, Online], By Region, Opportunities and Forecast, 2017-2031F

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Report description:

Global body wash and shower gel market is projected to witness a CAGR of 5.2% during the forecast period 2024-2031, growing from USD 21.44 billion in 2023 to USD 32.25 billion in 2031. Factors such as consumers' preference for skin specific products, convenience in traveling due to availability in convenient and multi-usage packaging, rising awareness of skincare and personal hygiene among the consumers, increasing demand for functional body products that provide moisturization, exfoliation, and other skin benefits along with continuous product innovation such as formulations, scents and packaging and expansion of online retail platform which offers convenience to the consumers are fostering the market growth.

The rising trend for clean beauty with natural and transparently sourced ingredients is gaining popularity. Consumers' growing preference for products free from harmful substances such as parabens, sulfates, and artificial fragrances drives market growth. The products are labeled as fragrance-free and hypoallergenic, suitable for consumers with sensitive skin. Thus, manufacturers are responding to the consumers' preferences and are incorporating clean and natural ingredients into the formulations of their products to gain consumers' loyalty. For instance, in April 2023, Dove, a Unilever PLC brand, launched a plant-based body wash

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formula in a hypoallergenic variant. The latest offering is fragrance-free and does not contain irritating ingredients.

Body washes and shower gels that offer greater functionality, such as exfoliating properties, and multi-usage, such as shower gels that can be used as shampoo and bubble baths, appeal to consumers. For instance, in September 2023, Baxter of California launched a revitalizing body wash, which offers gentle exfoliation for treating dry and flaky skin.

Mild Body Wash to Gain Popularity Among Consumers

Most consumers prefer mild body washes and shower gels because they are skin-friendly. Soothing ingredients within these products gently cleanse the body without stripping it of its natural oils, which are important to the skin's moisture balance and barrier. This helps consumers with sensitive, dry, or eczema-prone skin, whose problems could be worsened by harsh cleansers, causing irritation and discomfort.

Mild body washes and shower gels often contain fewer and less harsh chemicals, such as sulfates, parabens, and synthetic fragrances, which reduce the risk of allergic reactions and skin sensitivities. They also contain soothing and nourishing ingredients such as aloe vera, chamomile, and glycerin, which keep the skin hydrated and calm. Gentle use benefits daily and long-term skin health, making it soft and supple.

Additionally, mild body washes and shower gels appeal to consumers since many contain natural, organic, and eco-friendly ingredients, thus lessening the environmental impact.

In April 2024, Oakwell Beer Spa introduced a bath and body product line formulated with beer and other clean and natural ingredients. The gentle beer body wash is infused with aromas of oats, roasted barley, orange, and vanilla, offering an invigorating head-to-toe treatment. The product mildly cleanses the skin, leaving a natural glow and fresh scent.

Compostable Packaging for Body Washes and Shower Gel to Gain Momentum

Compostable refill packs of body washes and shower gels are significantly reducing plastic waste, aligning with consumers' growing demand for environmentally friendly products. Such packaging decomposes naturally, minimizing the environmental footprint.

For instance, in August 2023, Wild and Morrama launched the world's first 100% plastic-free and compostable liquid shower gel refill. The refills are made from 70% bamboo starch, a plant extract known for its natural waterproof properties. The remaining 30% is plant starch derived from agricultural waste. The brand designed these bottles to create a minimal impact on the environment, claiming that they are biodegradable faster than a banana peel.

Manufacturers use PET bottles for body washes and shower gel as they are recyclable, which is crucial in reducing plastic waste and conserving resources. Consumers are increasingly aware of the rising environmental concerns and prefer body washes and shower gels in recyclable and environmentally friendly bottles. As per the 2022 PET Recycling Report of the National Association for PET Container Resources (NAPCOR), the PET recycling rate in the United States was 29%, while in North America, it was 37.8%.

North America to Hold a Greater Market Share

North America holds the largest market share among other regions for several reasons. The region's dominance is due to consumers' increasing demand for high-end and expensive liquid bath products that contain rich formulations and skin-rejuvenation characteristics. Moreover, the expansion of online and offline retail distribution channels such as Amazon, Sephora, and Ulta, along with the presence of strong and established infrastructure, makes it easier for brands to launch their products for the North American market.

For instance, in March 2023, Soap and Glory launched their limited-edition collection, Peach Please, in the United States. The collection includes Peach Please body wash, which has a fruity fragrance. The foaming body wash is formulated with ingredients such as juicy mango and mandarin extracts.

Moreover, the presence of leading manufacturers of body wash and shower gel, such as Colgate-Palmolive Company, Beiersdorf AG, Unilever PLC, The Procter & Gamble Company, Johnson & Johnson Consumer Inc., and Reckitt Benckiser Group PLC, in North America further augments the market's growth.

Online Retail to Dominate Global Body Wash and Shower Gel Market Share

Several significant factors are responsible for the dominance of online retail distribution channels over offline channels in the body wash and shower gel market. The major factors are convenience and accessibility, which persuade consumers to make online purchases. With online shopping, consumers can browse and select the desired products at any time and from any location without the need to physically visit a store. Moreover, the at-home delivery services offered by online retailers are convenient for

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consumers as they do not need to visit the stores physically. It saves considerable time and effort, benefiting people who do not have time to visit stores or those with limited accessibility.

Online channels generally offer a much wider product range than physical stores. Consumers can easily compare the available brands, formulations, and price points to make informed choices. Online retailers often have customer reviews and ratings, which help them evaluate product efficacy and suitability based on skin type and preferences.

Promotional offers and discounts, such as exclusive online deals, subscription services, and discounts for bulk purchases, are much more accessible online. This generally makes purchasing body washes and shower gels more cost-effective.

For instance, in April 2022, Victoria's Secret & Co. launched Victoria's Secret Beauty and PINK Beauty products in Amazon's online store. Approximately 120 different products are available and eligible for fast and free delivery with Prime. The products include Natural Beauty Body Wash scents and PINK Body Wash scents.

Future Market Scenario (2024 - 2031F)

The body wash and shower gel market is anticipated to grow in the forecast period as virtual stores are gaining immense popularity among consumers for their convenience and accessibility. Virtual stores help consumers make informed decisions as they can explore various products in formulation, skin type, and packaging. Players in the market are introducing virtual stores to provide better shopping experiences to consumers.

In February 2023, Tatcha launched a virtual store to promote its body care products. Through virtual stores, consumers can explore, learn, and shop the products through Tatcha's website. The virtual store consists of the Forest Awakening Collection, showcasing Japanese Hinoki Forest-themed body washes and other products.

Key Players Landscape and Outlook

Key players in the 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 introducing the latest products, which appeal to the consumers and enhance their experience. For instance, in April 2024, Palmolive, a brand of Colgate-Palmolive Company, unveiled its latest campaign featuring its body wash range, Aroma. The collection comprises five variants, including three of the latest launches: Morning Boost, Absolute Relax, Alluring Love, Forever Happy, and Sweet Delight. These body washes are infused with extracts of rich and natural ingredients crafted to offer consumers an unmatched sensorial and aromatic experience.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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