

## **Personal Hygiene in Singapore**

Industry Report | 2025-08-28 | 47 pages | MarketLine

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### **Report description:**

Personal Hygiene in Singapore

#### Summary

Personal Hygiene in Singapore industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- Personal hygiene market includes retail sales of anti-perspirants & deodorants, soap, and bath & shower products. Anti-perspirants & deodorants segment covers all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. Soap segment includes both bar soap and liquid soaps. Bath & shower products segment includes bubble baths, as well as bath-time washing gels and lotions. It also covers non-liquid bath additives such as bath bombs, beads, and salts. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Singaporean personal hygiene market recorded revenues of \$199.7 million in 2024, representing a compound annual growth rate (CAGR) of 5.0% between 2019-24.
- Market consumption volume increased with a CAGR of 1.9% between 2019-24, reaching a total of 65.1 million units in 2024.
- The Singaporean personal hygiene market experienced healthy growth during the review period (2019-24), driven by rising disposable incomes and heightened personal hygiene awareness, especially due to the COVID-19 pandemic. For instance, according to the Department of Statistics Singapore, personal disposable income grew by 7.6% on a year-on-year basis in Q2 of 2022, following the 8.0% increase in Q1 2022.

#### Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the personal hygiene market in Singapore
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in Singapore
- Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Singapore personal hygiene market with five year forecasts

#### Reasons to Buy

- What was the size of the Singapore personal hygiene market by value in 2024?
- What will be the size of the Singapore personal hygiene market in 2029?
- What factors are affecting the strength of competition in the Singapore personal hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up Singapore's personal hygiene market?

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