

Bath and Shower in Asia Pacific

February 2021

Table of Contents

INTRODUCTION

Scope

INTRODUCTION

Key findings

REGIONAL OVERVIEW

Asia Pacific continues to record above-average growth

Sales spike in 2020 due to COVID-19 as liquid soap hits new heights

Bar soap sales in India driving Asia Pacific bath and shower growth

Bar soap in decline in a number of countries

Bar soap in India and body wash/shower gel in China driving growth

Liquid soap to see a massive sales spike due to COVID-19 in 2020

Traditional grocery retailers still the dominant retail channel in India

Hypermarkets/Supermarkets a major channel in many countries

LEADING COMPANIES AND BRANDS

Top 10 players gaining share in 2019

Leaders Unilever and Procter & Gamble lose share in 2014-2019

Big three markets dominate the leading players' sales

Little change in the rankings in 2019

FORECAST PROJECTIONS

Forecast period to see further growth, including sales spike in 2020

Dynamic liquid soap sales in 2019-2024

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Pakistan: Market Context

Pakistan: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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