



Bath and Shower in Asia Pacific

February 2021

Table of Contents

INTRODUCTION

Scope

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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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