

# Soap Market Size Will Achieve USD 60.30 Billion By 2030 – Data Analysis by Emergen Research

*Rising awareness regarding benefits of a healthy and hygienic lifestyle followed by supportive government regulations*

VANCOUVER, BC, CANADA, March 7, 2025 /EINPresswire.com/ -- The global [Soap Market](#) size was USD 36.61 billion in 2021 and is expected to register a revenue CAGR of 5.8% during the forecast period, according to latest analysis by Emergen Research. Market revenue growth is primarily driven by factors such as growing awareness of health and wellness concerns among

people. Consumers get exposed to various germs, such as viruses and bacteria knowingly and unknowingly in public places be it commercial or residential, owing to which consumers nowadays are becoming more conscious regarding maintaining cleanliness and proper sanitization at various places, such as homes, restaurants, and hotels, which is another factor driving market revenue growth.

The latest Soap Market study, blends in qualitative and quantitative research techniques to present vital data on the competitive landscape for the period of 2024 – 2028. The report is furnished with the latest updates about the current market scenario with regards to the COVID-19 pandemic. The report considers COVID-19 as a key contributor to the dynamically altered market scenario. The report also covers changing trends and market dynamics due to the pandemic and provides an accurate impact analysis of the crisis on the overall market.

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## Market Drivers and Growth Factors

One of the major drivers of the soap market is increasing consumer awareness regarding



personal hygiene and cleanliness. Government campaigns promoting handwashing to prevent diseases have significantly boosted soap consumption worldwide. Additionally, rising disposable income and improving living standards, especially in emerging economies, have led to increased spending on premium and specialty soaps. The growing preference for natural, organic, and chemical-free soaps has fueled market expansion, with brands introducing herbal and cruelty-free formulations. Moreover, the shift toward liquid and foam-based soaps in response to convenience and hygiene concerns has further propelled industry growth.

### Restraints in the Market

Despite its steady growth, the soap market faces certain challenges. The presence of synthetic chemicals in some soaps has raised concerns about skin allergies and environmental impact, prompting consumers to seek safer alternatives. Additionally, fluctuating raw material costs, including palm oil and essential oils, affect production expenses and profit margins. Intense market competition among global and local brands results in pricing pressures, making it challenging for small manufacturers to sustain profitability. Furthermore, the rise of hand sanitizers and other hygiene alternatives poses a threat to traditional soap sales, particularly in commercial spaces and healthcare sectors.

### Major Companies and Competitive Landscape:

Reckitt Benckiser Group PLC., Procter & Gamble, Himalaya Wellness, ITC Limited, Unilever, Godrej Consumer Products Limited, Colgate-Palmolive Company, Johnson & Johnson Services, Inc., Jyothy Laboratories Ltd., Cholayil Private Limited, and Dr. Woods Naturals

Want to learn more about the global Soap Market ? Access the full report with just one click!  
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The report provides a thorough estimation of the overall impact of the pandemic on the Soap Market and its vital segments. The report also discusses the impact of the pandemic across different regions of the market. It also offers a current and future assessment of the impact of the pandemic on the Soap Market

### How will this Report Benefit you?

A 250-page report from Emergen Research includes 194 tables and 189 charts and graphics. Anyone in need of commercial, in-depth assessments for the global Soap Market , as well as comprehensive market segment analysis, can benefit from our new study. You can assess the whole regional and global market for Soap Market with the aid of our recent study. To increase market share, obtain financial analysis of the whole market and its various segments. We think there are significant prospects in this industry for rapidly expanding energy storage technology. Look at how you may utilise the current and potential revenue-generating prospects in this sector. The research will also assist you in making better strategic decisions, enabling you to

build growth strategies, strengthen competitor analysis, and increase business productivity.

## Soap Market Segmentation Analysis

For the purpose of this report, Emergen Research has segmented the global soap market based on composition, product type, form, application, packaging, sales channel, and region:

### Composition Outlook (Revenue, USD Billion; 2019-2030)

Organic/Herbal

Conventional

### Product Type Outlook (Revenue, USD Billion; 2019-2030)

Bath & Body Soaps

Kitchen Soaps

Laundry Soaps

Others

### Form Outlook (Revenue, USD Billion; 2019-2030)

Bar

Liquid

### Packaging Outlook (Revenue, USD Billion; 2019-2030)

Pouch

Bottle

Tube

### Application Outlook (Revenue, USD Billion; 2019-2030)

Residential

Commercial

Hotels & Restaurants

Corporates/Offices

Schools/ Colleges/Universities

Others

### Sales Channel Outlook (Revenue, USD Billion; 2019-2030)

Online Stores

Direct Stores

Hypermarkets/Supermarkets

Specialty/Multi-brand Stores

Convenience Stores

Others

### Regional Outlook (Revenue, USD Billion; 2019–2030)

North America  
U.S.  
Canada  
Mexico  
Europe  
Germany  
France  
UK  
Italy  
Spain  
Benelux  
Rest of Europe  
Asia Pacific  
China  
India  
Japan  
South Korea  
Rest of APAC  
Latin America  
Brazil  
Rest of LATAM  
Middle East & Africa  
Saudi Arabia  
UAE  
South Africa  
Turkey  
Rest of Middle East & Africa

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