



Solid Format Evolution

Solid Formats Market Trends & Insights
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[STEPHENSONPERSONALCARE.COM](https://stephensonpersonalcare.com)



The future of solid formats is here.

Over the last 5 years, there have been many brand launches of solid format products from solid shampoos, conditioners, full body bars, deodorant sticks and more. It isn't surprising that as pressure grows from consumers realising it's now or never for our environment, in spite of facing of economic turbulence.

Brands are increasingly launching solid applications or turning to recycled plastics or refillable packaging.

Join the evolution. In this guide we explore current market trends and opportunities of solid personal care products that we believe would benefit your business and customers for 2023 and beyond.



Ethical & Wellness Driving The Solid Evolution



Environment Priority

There has been a significant increase in customers opting for more sustainable, ethical and zero waste options. So much so, that they're turning away from products with unnecessary plastic packaging.

Bottled products still appeal offering convenience, however, solid formats for skincare and haircare present more opportunities than ever before for new product innovation.

This alone has caused consumers to trial solid shampoo, cleansing body and face bars, even more so in 2023. This will continue into the future as brands diversify to capture consumers making the shift from liquids to solid format products.

Natural & Eco Credentials

Brands launched a number of new solid format products which focused on self-care, wellness and environmental impact. Eco and natural claims have been increasing.

In France and Germany, naturalness accounted for 20% and 24% of consumer pre-purchase decisions.

Waterless Formulations

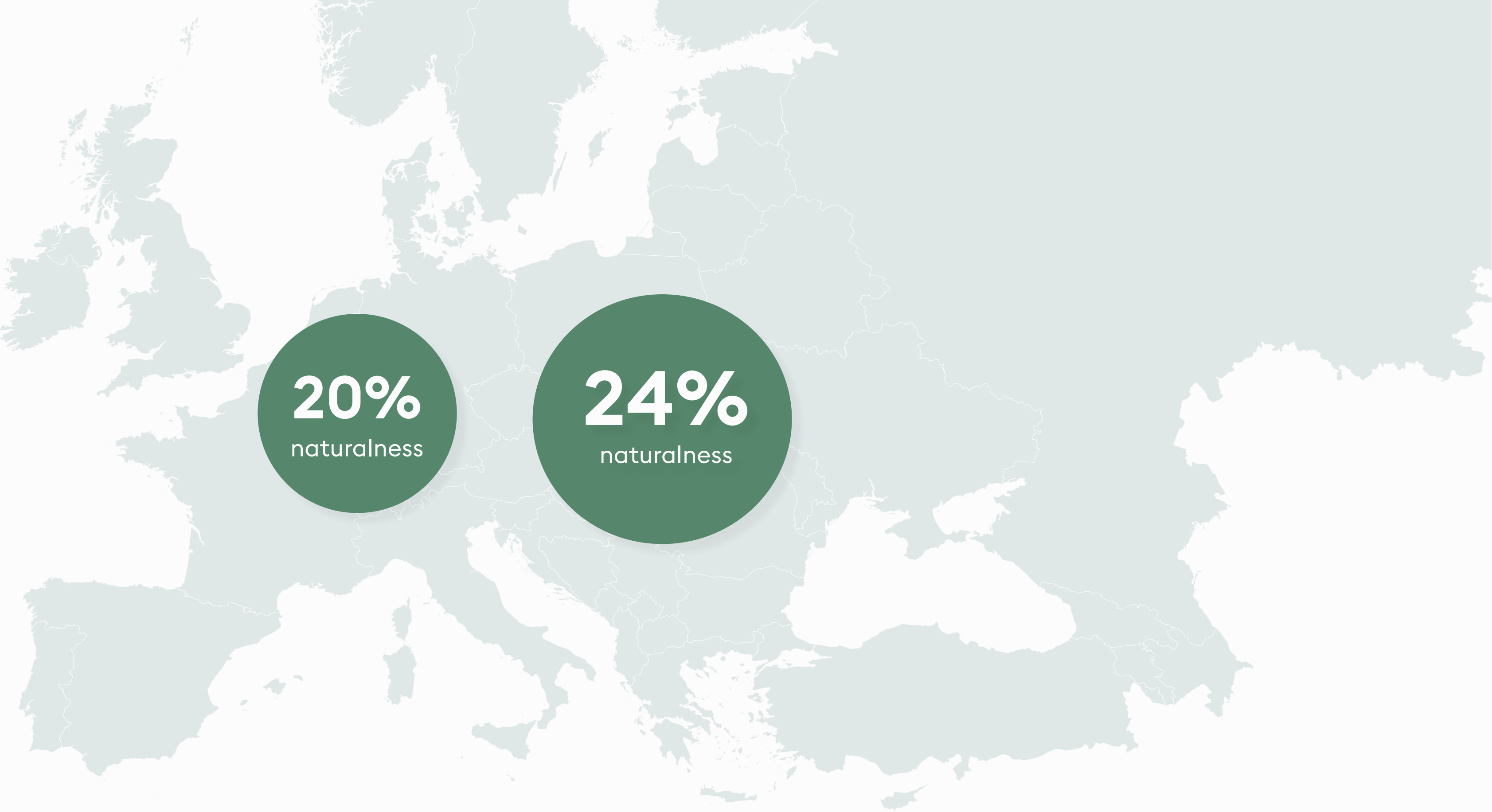
Zero or reduced water formulations continue to grow. Consumers expect brands to consider the impact of their products on the environment.

We all know that our ever growing population and changing economic environment is placing increasing pressure on our limited natural resources.



In fact, the average person in the western world consumes 140 litres of water a day.

Sustainability is a main driver for customer purchases, therefore brands need to address water scarcity, ingredient sourcing, sustainable manufacturing practices, energy consumption, waste, packaging, transport etc. This is why solid formats are revolutionising the personal care industry.



Leading brands such as L'Oréal and Unilever have already pledged to reduce their water consumption and environmental impact for the future.

Many solid products such as L'Oréal's Garnier Shampoo Bar offer twice the usage of a liquid alternative, alongside being smaller, more transportable, with less-water and environmentally-friendly packaged.

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L'Oréal's Garnier Ultimate Blends Shampoo Bar Range



Wellness & Self Care

According to Mintel's Total Wellbeing report, consumers are looking for more product solutions to improve their general wellbeing from living healthier lifestyles to decreasing stress levels. Consumers now search specifically for products to aid sleep, reduce-stress and spark happiness

Inclusivity is an increasingly popular emerging theme and where brands are welcoming and caring for people of all shapes, ages, colours, genders and lifestyles.

Sensitive Skin

There is a significant opportunity for brands to develop products formulated for sensitive skin as mild-cleansing products have seen an increase over the last year.

Syndet solid bar formulations can be customisable with different ingredients to formulate multipurpose applications for sensitive skin. These can range from solid shampoo bars, face cleansers, body bars and other applications. Solid bases with a mild ph level like Syndopal, can address sensitive skin issues.

The advantage of the Syndopal Range by Stephenson is that they can be customised and enhanced to appeal to variety of consumers with different skin and hair types.



Opportunities For Solid Format Innovation



HAIRCARE PRODUCT INNOVATION

Opportunities Exist For Water-less Formulations

As consumers strive to live more sustainably, brands are innovating with water-free formulations to help with the effort. Solid bar formats are the natural place to start and can have a lower cost per use than traditional water-based formats, particularly in the haircare and bath/shower categories.

Solid bars with **skincare-style ingredients** can create a compelling case for consumer trial and promote premiumisation. In addition, ease of product storing and using can offer added consumer benefits.

There is also a significant opportunity to create products that address **scalp-care**. Flakiness, sensitive skin and healthy hair growth are just a few ways that this trend can address, as product innovation expands.



The global haircare market is expected to reach **\$105.3 billion by 2024**, with a forecasted annual growth of 3.0% up to 2024

According to the Hair Future Forecast from Pretty Analytics, a global beauty industry research firm.



Shampoo Bar Examples

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New Zealand brand **Ethique** is all about zero-waste

The Ethique eco/ethical (eg vegan, 100% palm-free) BPC brand from New Zealand puts zero-waste at the forefront. It offers solid products (including bar soap) in compostable packs designed to help “rid the world of plastic waste”.



L'Oreal creates a multi purpose Solid Shampoo & Wash with 100% recyclable packaging and zero waste

Men Expert Barber Club Solid Shampoo and Wash Bar provides the ultimate all in one - hair, face and body solid shampoo and wash. Formulated with a soft PH and enriched with Cedarwood Essential Oil, this solid shampoo and wash provides a full package solution.



Foamie provide a quality experience with vegan and cruelty free claims

Specifically focusing on solid format personal care applications, Foamie focuses on design, sustainability and a luxurious feel for your hair and body. On the packaging it claims that 1 bar is the equivalent to 2 plastic bottles of liquid shampoo/conditioner.

Conditioner Bar Examples

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Ethique Hair Conditioner Bar

Ethique’s coconut solid conditioner bar boasts multi-tasking benefits such as a shave bar and in-shower moisturiser for sensitive skin. Packed with organic fair trade coconut oil, cocoa butter and vitamin B5 to smooth, hydrate and fortify strands, Wonderbar is a great alternative to liquid conditioners.



Kind2 Hair Conditioner Bar

The power of coconut and cocoa butter combined with argan, macadamia and shea oils to detangle, hydrate and nourish your hair.



Funky Soap Solid Hair Conditioner

This is a solid conditioner bar for normal hair and scalp. It contains sweet orange essential oil as well as cocoa butter and Argan oil to leave your hair smooth, shiny, soft and conditioned with a sweet scent. It is an easy, fuss and plastic free alternative to bottled conditioner.

SKINCARE

Opportunities For Skincare Innovation

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Brands can take advantage of launching products for sensitive skin, as there is a great deal of scope for more product development and innovation. According to Mintel’s report, A year of innovation in soap, bath & shower 2020,

just 13% of Soap, Bath & Shower launches in Europe in 2019 were suitable for sensitive skin, and less than 1% use probiotics.

Tattoo-care is a niche, however also a potential category to address sensitive skin concerns in the skincare category.



Combi Multi-purpose Bars

Combi bar formulations also present opportunities for creating milder products that are more natural and suitable for face, body, scalp etc.

The Ritual Bar from Joanna Vargas (right) is a nourishing face and body cleanser to leave skin looking smoother and calmer.



Addressing Exercise or Travel

Multipurpose products are just one way to appeal to customers, especially those that need solutions for the post-workout product applications or travelling applications with products such as 2-in-1 body bars, deodorising sports bars, solid shampoo and body bars etc.

The media spotlight on health/wellness can spur soap, bath and shower products to more boldly emphasise sensory colours/textures, feel-good messaging and co-branding to help people holistically feel better.



SKINCARE

The skincare and body care trends both are featuring less or no water use and eco claims.

As consumers become more focused on sustainability, and specifically the increased desire to save water and buy products in eco-friendly packaging, brands can be seen leveraging these eco-minded features.

In the US 52% of soap, bath and shower product users in 2020 tried to take shorter showers/baths to help conserve water, up by 22% from 2019.

As the shift in consumer demand for more eco-friendly products continues to increase, the solid innovations such as solid shower gels and body butter scrubs are growing.

Bar soap used to be regarded as unhygienic/inconvenient but eco and waterless on-trend concepts and improved formulations are increasing consumer uptake.

Innovative Skincare with Playful Shapes

FarmSkin is bringing playfulness and customisation to bar soap.

Its Missing Puzzle Soap (right), in an array of scents, is shaped like a jigsaw puzzle piece and people can connect four different variants together to create a bespoke option.



Grove Collaborative's new personal care soap brand—features a collection of 10 bars said to promote scalp, hair and skin health. According to **Peach**, the products are 100% plastic-free and plant-based. Per the brand, each Peach shampoo or conditioner bar is equivalent to two 12-oz liquid product bottles. Each hand and body bar is equivalent to three 22-oz body wash bottles, while each facial bar is equivalent to one 4-oz cleanser bottle.



MARKET INSIGHT

Baby Care Innovations

The global baby personal care market size was valued at USD 5.67 billion in 2019 and is expected to expand at a compound annual growth rate (CAGR) of 6.2% from 2020 to 2027.

Key popular trends within the market:

- » Reduced consumption of water
- » Natural and organic claims
- » Sustainable packaging
- » Safe for sensitive skin

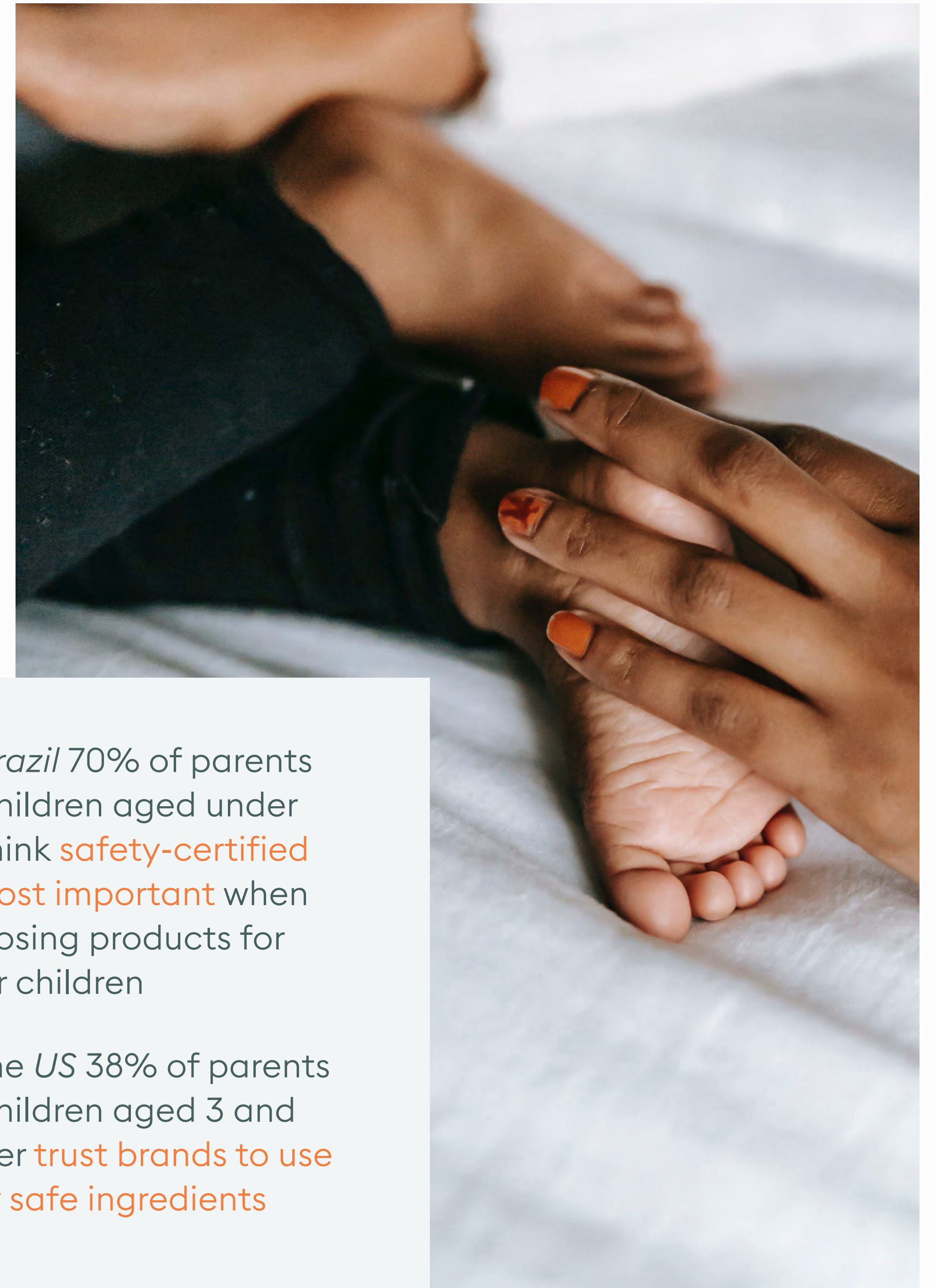
Safety is the biggest priority and concern for parents.

Protecting and caring for babies sensitive skin remains strong within the market – 53% of baby personal care launches in Europe in 2020 mentioned suitability for sensitive skin.

Eco packs were notably fast growing (by 17 percentage points) appealing to 29% of UK parents of 4-0s* who choose babies'/kids' personal care

In *Brazil* 70% of parents of children aged under 18 think **safety-certified is most important** when choosing products for their children

In the *US* 38% of parents of children aged 3 and under **trust brands to use only safe ingredients**



Bar Examples

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Baby Secret Amino Acids - Baby Hand Soap with amino acids for protection

New in the Baby Secret Amino Acids brand is Baby Hand Soap with acids to protect skin ‘from the first day’ from external aggressors, wash away impurities and soothe and clear eczema, mosquito bite spots and other blemishes on baby’s skin.



Donggubat - eco solid formats: ethical by supporting the disabled

Donggubat, a social venture that helps the disabled community and produces solid plastic-free products (including baby wash) with eco package

Introducing The Syndopal® Range

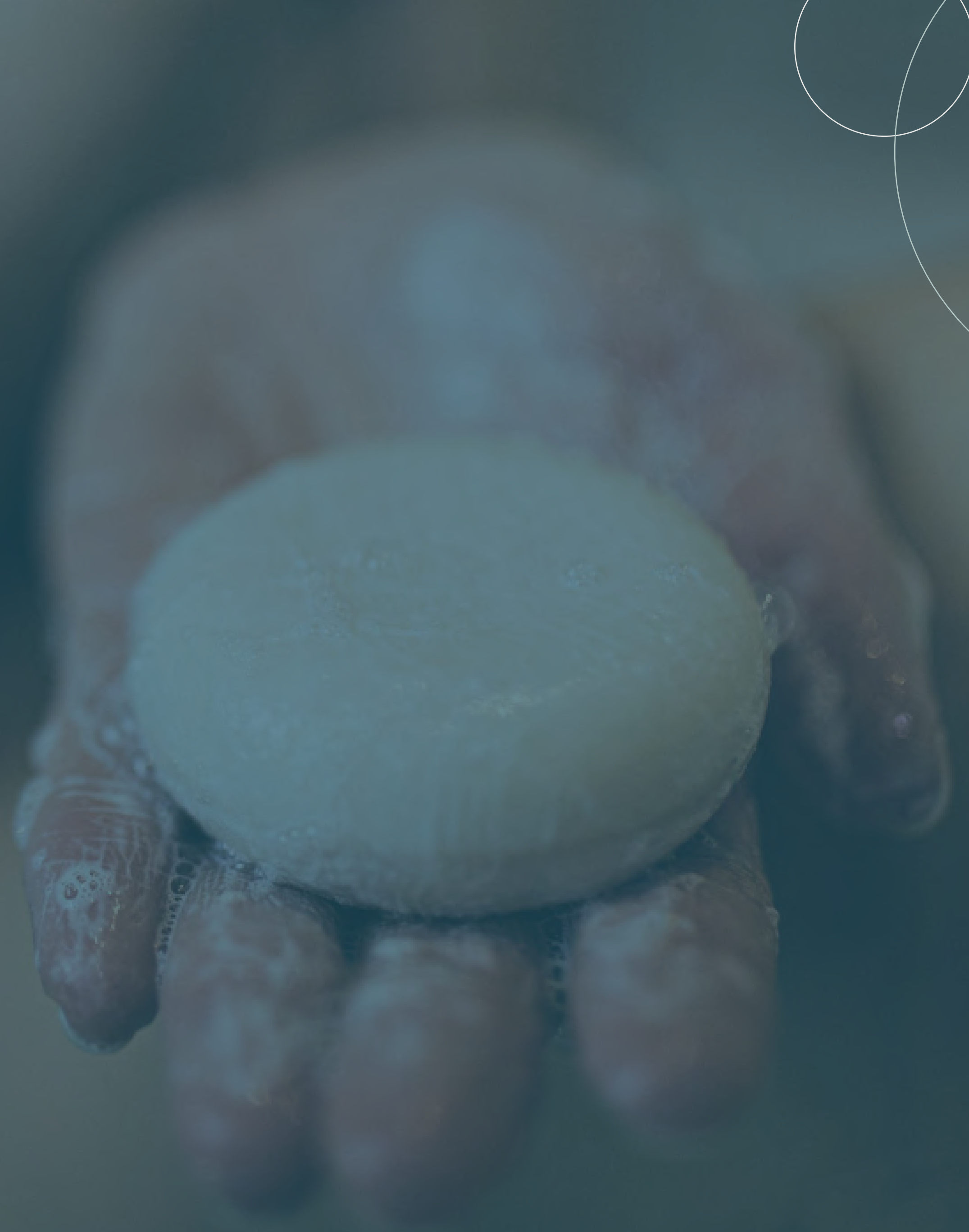
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We're excited by the rising popularity of solid formats - different shapes, colours and aromas of shampoo and body bars are popping up in-store and online.

Similarly, consumers are trying more new product applications from deodorant sticks to full body bars, facial cleansers, shampoos even conditioning and scalp care bars.

Conscious consumers are a driving force in the personal care industry, and moisturising beauty bars are no exception. So, expectations and stakes are high for brands interested in sustainable and environmentally-friendly skincare, haircare and grooming bars without compromising performance.

With the expansion of our Syndopal range, manufacturers and brands can now personalise and create bars with better performance and sustainability/ethical claims (sustainable sourcing, processing, packaging and transporting) to support ongoing consumer demand.



Syndopal® SC 400-MB

For manufacturing soap-free body & facial cleansing bars

Syndopal Solid Cleanser 400-MB is a unique syndet base for body & facial cleansing applications. This RSPO MB soap-free syndet gives brands and manufacturers the versatility to create dermatologically tested solid format bars.

FEATURES

- » Chelate Free
- » Ultra-mild - suitable for sensitive skin
- » 100% soap free
- » Neutral pH 5.0 - 6.5
- » Certified sustainable RSPO-MB
- » Readily biodegradable
- » Vegan
- » Natural Origin 16128 (93.98%)
- » Dermatologically tested - safe on skin
- » Paediatric approved - safe for use on children
- » Patented technology
- » Ophthalmologically tested - Safe to use around eyes

BENEFITS

- » Nourishing – gentle on the skin
- » Practical – bars travel friendly (TSA Approved for carry on)
- » Lasts up to 2.5 x longer than liquids
- » Zero waste
- » Manufacturing at commercial scale - can run on conventional extruded soap lines



Syndopal® SS 500-MB

For manufacturing mild high-foaming solid shampoo bars

016

Syndopal Solid Shampoo 500-MB is a high-foaming, soap-free syndet base formulated to create a variety of solid shampoo bars. This RSPO-MB syndet is over 95% natural and allows further customisation with extra additives, resulting in high-performing solid shampoo bars with sustainable credentials.

FEATURES

- » Natural >95% to the ISO 16128 standard
- » High-foaming performance
- » Optimised specifically for haircare
- » 100% Soap free
- » Neutral pH 5.0 - 6.0
- » Certified Sustainable RSPO-MB
- » Readily biodegradable
- » Vegan
- » Paediatric approved - Safe for use on children
- » Patented Technology
- » Dermatologically tested - Safe on skin

BENEFITS

- » Reduces plastic usage
- » Is concentrated – conserves water
- » Is vegan friendly
- » Lasts Longer



Syndopal® SPS 501-MB

For manufacturing high-performance premium solid shampoo bars

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Syndopal SPS 501-MB is the perfect starting point for brands and manufacturers to create premium solid shampoo bars. This soap-free syndet base has enhanced foaming properties, creating immediate dense foam with a unique sensory experience. With the addition of a secondary surfactant, Syndopal SPS 501MB cleanses the scalp and helps keep hair moisturised

FEATURES

- » High-foaming performance
- » Mild cleansing
- » Ultra-mild - suitable for sensitive skin
- » 100% Soap free
- » Neutral pH 5.0 - 6.0
- » Certified Sustainable RSPO-MB
- » Readily biodegradable
- » Vegan
- » Natural 95.75% to the ISO 16128 standard
- » Paediatric approved - Safe for use on children
- » Patented Technology

BENEFITS

- » Nourishes hair
- » Reduces plastic usage
- » Boosts hair strength
- » Is vegan friendly
- » Is concentrated - conserves water
- » Rebalances natural hair oils
- » Lasts longer – value for money



Syndopal® SHC 600-MB

For manufacturing ultra-mild luxurious solid conditioning bars

Syndopal Solid Hair Conditioner 600-MB is an ultra-mild extruded syndet conditioner base. With scationic conditioning properties, Syndopal SHC 600-MB allows brands and manufacturers to elevate their hair care offerings, creating the full solution with solid format shampoos and conditioning bars.

FEATURES

- » Silicone free
- » Cationic – smooth conditioning
- » Certified Sustainable RSPO-MB
- » Vegan
- » Patented Technology

BENEFITS

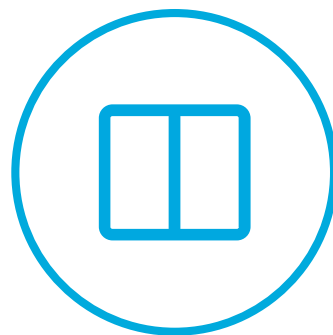
- » Creates natural shine and smoothness
- » Reduces product build-up
- » Makes hair more manageable
- » Is travel friendly
- » Lasts longer – value for money
- » Reduces plastic usage



Syndopal® Range

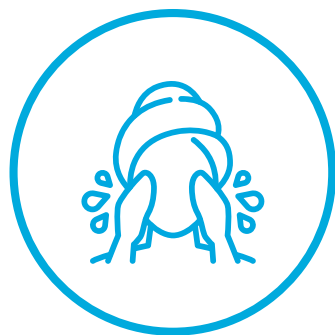
Applications

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2 in 1 Shampoo & Conditioner Bar

More manageable & nourished hair



Facial Cleansing Bar

Soap-free, natural & ultra mild



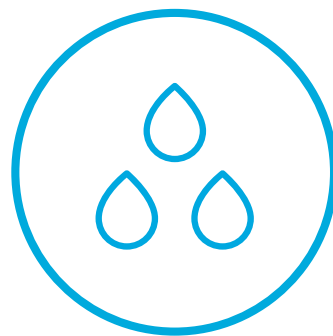
Deep Cleansing Shampoo Bar

Ethical, safe on hair & scalp



Hydrating Shampoo Bar

Gentle and nourishing on hair & scalp



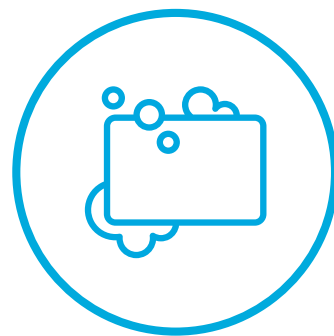
3 in 1 Hair, Face & Body Bar

Soap-free, safe on skin, hair & scalp



2 in 1 Children's Bar

Safe and ultra mild on children's skin & hair



Volumising Shampoo Bar

Rich foam, mild and smoothing on hair & scalp



Exfoliating Body Bar

Soap-free, formulated naturally & matches skin pH

Packaging That Suits Your Needs

Whatever quantity you require, whether it is a small bag or something larger; the Syndopal range comes in recyclable and convenient packaging.

Small Bag: 25kg

Offers convenient handling and sampling

Large Bag: 100kg

Convenient packaging for large scale production.



Our team of technical product experts are here to help you

Get in touch with the Stephenson team today to find out how we can support you in your upcoming projects, developments and launches.





Contact Us

If you have a specific project, or would like more information about our Syndopal Range then please contact our team:

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