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Dr. Bronner's UK Data Reveals How Britain Buys Soap in 2025

*From London to Glasgow, UK shoppers overwhelmingly choose gentle, multi-use soaps—
with Dr. Bronner's Baby-Mild unscented range leading nationwide*

London, UK – Dr. Bronner's, the globally renowned family-owned natural brand of soap, has unveiled new UK e-commerce data revealing striking regional and city-level preferences across the country, with the brand's iconic **Baby-Mild All-One Magic Soap** emerging as the nation's favourite.

Gentle yet effective, Dr. Bronner's Baby-Mild All-One Magic Soap is great for sensitive skin. Made with a nourishing blend of Regenerative Organic Certified oils and double the olive oil, this true soap creates a rich, luxurious lather that rinses clean. Free from added fragrance, it's ideal for babies (when diluted) and anyone sensitive to scents.

Based on data from drbronner.co.uk, orders placed between 1st January and 15th December 2025 highlight the three most popular products by sales value across UK nations and major cities.

The top-selling products in England were:

1. Baby-Mild All-One Magic Soap
2. Peppermint All-One Magic Soap
3. Citrus All-One Magic Soap

In **Scotland**, Baby-Mild again led the way, followed by invigorating and herbal scents:

1. Baby-Mild All-One Magic Soap
2. Peppermint All-One Magic Soap
3. Eucalyptus All-One Magic Soap

Northern Ireland showed a strong preference for fragrance-free and family-friendly products:

1. Baby-Mild All-One Magic Soap
2. Baby-Mild Organic Pump Soaps
3. Citrus All-One Magic Soap

Meanwhile, **Wales** stood out for its love of floral scents:

1. Lavender All-One Magic Soap
2. Baby-Mild All-One Magic Soap
3. Rose All-One Magic Soap

City Insights

Across the UK's top cities, **Baby-Mild All-One Magic Soap** appeared in the majority of top-three rankings, underlining its broad appeal.

However, distinct local preferences also emerged:

- **London** shoppers favoured Baby-Mild, Peppermint and Citrus variants.
- **Glasgow** leaned towards Baby-Mild alongside Eucalyptus and Lavender.
- **Bristol** combined Baby-Mild and Citrus soaps with Peppermint Organic Hand Cleansing Spray.
- **Manchester** and **Edinburgh** showed strong demand for Lavender and Almond-scented soaps.
- **Leicester** stood out for Tea Tree All-One Magic Soap and Lemongrass-Lime Organic Pump Soaps.
- **Liverpool** demonstrated interest beyond soaps, with Lavender Coconut Organic Lotion and Baby-Mild Organic Lip Balms ranking highly.

The data highlights a consistent consumer preference for gentle, multi-purpose formulations, with Baby-Mild products performing strongly across almost every region and city. At the same time, regional differences in scent preferences reflect the diversity of the UK customer base.

In addition to experiencing the benefits of organic, nourishing soap on their skin, UK shoppers of Dr. Bronner's can feel confident that their choices are having a positive impact both locally and internationally. Profits from Dr. Bronner's sales support UK-based organizations working for environmental sustainability, animal advocacy, and social justice, and the extensive benefits of fair trade and regenerative organic agriculture advance the lives of Dr. Bronner's raw ingredients suppliers and their communities around the world.

Notes to Editors

- Data based on shipping addresses from drbronner.co.uk orders
- Time period: 1 January 2025 – 15 December 2025
- Rankings based on value of sales, not units sold

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About Dr. Bronner's

Founded in the U.S. in 1948, Dr. Bronner's is the top-selling natural brand of soap in North America and a leading mission-driven brand worldwide. The company is an independent, family-owned business based in California, committed to honoring the vision of founder Emanuel Bronner by making socially and environmentally responsible personal care and food products of the highest quality, and by dedicating profits to help make a better world. Dr. Bronner's commitment to social justice, environmental sustainability, and ethical business is part of the company's mission to put the "All-One" philosophy printed on the company's iconic soap labels into practice and integrate these ideals into all aspects of its operations. The company caps executive salaries at five times its lowest paid fully vested position and donates all profits not needed for business development. In 2024, Dr. Bronner's generated an estimated \$209 million in net revenue and gave an estimated \$8 million to charitable and activist causes. To-date Dr. Bronner's has donated over \$100 million since 1998, when leadership was transferred to the current generation which runs the company today. The company celebrated 75 years in business in 2023.

For further information, please visit: <https://www.drbronner.com>.