Contract Manufacturer Reports Rising B2B Demand for Solid Format Hair Care as Brands Shift Away from Liquid Products

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MidSolid Press & Pour, a contract manufacturer of solid shampoo and conditioner bars based in Douglas County, Colorado, has reported an increase in production enquiries from brands seeking to transition from liquid hair care products to solid bar formats. The firm, which operates both extrusion and hot pour manufacturing lines with a weekly production capacity of 35,000 bars, stated that the enquiry volume reflects a broader industry pattern in which personal care brands are re-evaluating their product formats in response to changing consumer expectations, packaging considerations, and supply chain economics.

The shift from liquid to solid hair care has been documented across multiple market research sources. According to analysis published by Future Market Insights, the global solid shampoo bars market is projected to reach approximately $1.3 billion in 2026 and expand to $2.7 billion by 2036, registering a compound annual growth rate of 7.4 percent. Persistence Market Research has identified solid shampoo bars as the fastest-growing segment within the broader global shampoo market, which is expected to reach $38 billion in 2026. The growth has been attributed to increased environmental awareness among consumers and the expansion of zero-waste retail channels.

The environmental and logistical rationale for solid format hair care is grounded in measurable differences in product composition and packaging. Liquid shampoos and conditioners are typically composed of 70 to 80 percent water by volume, which adds weight to shipping logistics and necessitates plastic packaging to contain the product. Solid bars eliminate the water component, concentrating active ingredients into a format that requires no plastic bottle and reduces shipping weight per unit. Industry data indicates that a single solid shampoo bar replaces approximately two to three plastic bottles of liquid shampoo, with each bar providing an estimated 60 to 80 washes compared to 30 to 40 from a standard liquid bottle. The anhydrous formulation also reduces the need for synthetic preservative systems, as the absence of water inhibits the microbial growth that necessitates preservatives in liquid products.

The demand pattern is observable in the United States market specifically. According to data cited by Business Research Insights, approximately 75 percent of consumers indicate a preference for sustainable packaging in personal care products, a factor that has contributed to increased retail distribution of solid formats. According to market reporting on the zero-waste shampoo segment, shelf space allocated to solid shampoo products has expanded by an estimated 35 percent across major retail chains in the United States. E-commerce channels account for nearly half of total solid shampoo sales volume in the domestic market.

MidSolid Press & Pour manufactures solid shampoo and conditioner bars under private label and white label arrangements for brands across the United States. The firm's production facility operates two distinct manufacturing processes. The extrusion line produces solid shampoo bars, guest and amenity soaps, and related solid format products through a continuous pressing process. The hot pour line manufactures solid conditioner bars, melt and pour formulations, and alternative solid format products through a heated casting process. The firm stated that operating both processes within a single facility allows brand clients to source shampoo and conditioner bars from one manufacturing partner.

Creighton Thomas, founder of MidSolid Press & Pour, commented on the production trends the firm has observed. "The enquiry profile has changed over the past 18 months," Thomas said. "Brands that previously manufactured only liquid products are now actively seeking solid format alternatives for their product lines. The conversations are increasingly focused on formulation specifics, minimum order logistics, and packaging compliance rather than on whether solid formats represent a viable product category. That question appears to have been settled for most of the brands reaching out to the firm."

The firm noted that the transition from liquid to solid manufacturing involves distinct formulation and production requirements. Solid bar chemistry differs from liquid formulation in how surfactants, conditioning agents, and active ingredients interact without a water base. MidSolid Press & Pour handles the production cycle from formulation development through fabrication, labelling, and packaging, delivering finished products for distribution. The firm's minimum order quantity is 5,000 bars per production run, with the

capacity to scale to 35,000 bars per week.

MidSolid Press & Pour operates from Douglas County, Colorado. Additional information is available by telephone at (484) 469-7627 or by email at ILove@ColoradoSoap.com.

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MidSolid Press & Pour

We LOVE making custom soap, and it's what we do best! About Custom Soap Colorado. Our goal is to make your unique bar of soap and help you tell your story. To us, soap-making is an art, a science, and a business.

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