

Bodycare and Deodorant - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Total sales of body care and deodorant continue on their slow and steady upward trajectory, with sales projected to increase slightly more than 2% for 2017. The tepid sales performance of this industry is a function of continued consumption of deodorant as a hygiene staple, and high existing penetration in a mature industry."

- **Jana Vyleta, Health & Personal Care Analyst**

This report looks at the following areas:

- Some consumers replace body care for single ingredients
- Consumers show limited engagement in body care
- Deodorant brands perceived similarly to consumers

The \$6.2 billion deodorant and body care industry continues to see modest, steady sales growth for 2017, with future trends projected to remain similar. Body care brands that can appeal to consumer interest in natural ingredients, minimalism, and other secondary and supplemental purchase influencers may come out ahead. Deodorant players that prioritize scent, function, and form will continue to see success.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Body care purchases straddle experiential, practical needs

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