

## Bodycare and Deodorant - US - July 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The bodycare and deodorant market continues to experience slow, yet steady sales growth, reaching \$6.5 billion in total 2019 retail sales, an increase of 3.4% from 2018. Incorporating added benefits or unique formats typically found in facial skincare into bodycare can help brands boost engagement and sales."

– **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

Deodorant brands that focus on scent, convenience and natural ingredients will continue to see success.

- **Bodycare users stick with the basics**
- **Consumers don't see value in various innovations**
- **Price-conscious shopping prevents young adults from increasing spend**

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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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Only select bodycare products are considered essential  
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Convenient, easy-to-use innovations spark interest among adults

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