

# Deodorants and Bodysprays - UK - February 2011

Report Price: £1500 / \$2310 / €1793



## What is this report about?

The deodorants and body spray market is smelling sweet. With sales of £548 million in 2010, penetration is nearing total and the majority of adults use deodorants as part of their daily grooming rituals. It is, therefore, to some extent buffered from the impact of the current gloomy economic climate.

## What have we found out?

- Deodorant penetration is close to total in the UK (94% of women use the product and 87% of men), though women are more likely than men to use such products daily.
- Spray deodorants are preferred by men, whereas women are almost as likely to use roll-ons as sprays. Alternative formats have yet to make a significant impact on the market.
- New product development is skewed toward long-lasting formulations.
- Unilever is a dominant force in deodorants and commands a 65% share of the market.
- Discounting and special offers are rife, and more than four in ten adults stockpile their favourite deodorant brands when they're on offer.
- A third of adults feel that they have been let down to some extent by their deodorant.

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