

Deodorants and Antiperspirants - US - February 2013

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“The deodorant/antiperspirant market can expect to see growth in the coming years due to near universal consumer usage of these products. However, the market faces some challenges: the women’s segment has experienced a decline for the first time in years and consumers continue to demand long lasting products.”

– Gabriela Mendieta, Home & Personal Care Analyst

In this report we answer the key questions:

- The women’s segment experienced a decline for the first time in several years. How can market players reinvigorate this segment in order for it to resume growth?
- Though a number of options exist, some consumers struggle to find long-lasting protection. How can brands better prove and communicate product efficacy?
- Puberty is starting earlier, but aging Baby Boomers’ usage of these products will decrease in time. What opportunities exist for the market to accommodate these demographic shifts?

The U.S. deodorant and antiperspirant market remained largely unaffected by the recession and has seen steady growth in the past few years. Mintel expects that this market will continue to grow into 2017. This market benefits from high market penetration and near universal usage of these products, which consumers depend on to protect them from sweat and body odor. Many consumers look to these products as forming an essential part of their daily personal care routine, and use deodorants/antiperspirants to maintain daily hygiene. A key driver for market growth in the past few years has been the integration of enhanced performance, functional, and cosmetic benefits, and this will continue to be important for driving sales and keeping consumers engaged in the category in the coming years. The men’s and unisex product segments are currently performing well, whereas the women’s product segment has struggled somewhat. New innovation or the inclusion of greater beauty/cosmetic benefits will be keys in reinvigorating this segment. Long lasting performance is the most desired product attribute across demographics and performance and functional attributes have become “foundational” product requirements to capture consumers’ attention and subsequent purchase.

This report analyzes U.S. sales performance of deodorant and antiperspirant product sales in the past five years, the market forecast through 2017, and how different factors, such as a product claims, impact sales and consumer shopping behaviors. Adult category usage, teen category usage, the types of products that consumers regularly use, current product frustrations, and interest in and attitudes toward new and existing product formats and attributes are also explored in this report.

This report builds on the analysis presented in Mintel’s *Deodorants and Antiperspirants—U.S., May 2012*, as well as previous reports in February 2011, February 2008, February 2007, and March 2002 of the same title .

The products covered in this report include deodorants and antiperspirants, for both men and women, in all packaging formats, including aerosols, sprays, pumps, roll-ons, solid sticks, gels, and creams.

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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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