

Deodorants and Bodysprays - UK - January 2014

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“With long-lasting being the most important product attribute, consumers are more trusting of brands to deliver long-lasting protection. However, products not lasting as long as they claim to is the biggest product frustration, suggesting that using new ways to communicate product efficacy could be more effective than simply highlighting a formula to be ‘long-lasting’.”

– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- What has weather got to do with anything?
- What's the impact of the rise in population of children?
- How does own-label perform in this category?
- What is the biggest product frustration?

Although the deodorants and bodysprays market has seen growth in 2011 and 2012, it is predicted to decline in value in 2013 driven by the decline in value sales of bodysprays, as consumers seek branded products for reduced prices at discount retailers. Additionally, lack of new product innovations as well as reduced investment in advertising is also impacting the market. However, as fragrance and long-lasting formulae remain important attributes, making the shopping experience more sensorial as well as finding new ways to communicate the strength and efficacy of products could encourage greater spending in the category. In a market where own-label has limited appeal (only 20% of people agree that own-label products are good as branded products), this offers opportunities for branded products to drive innovation and communication.

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