

Deodorants and Antiperspirants - US - January 2014

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“The APDO market is expected to grow steadily into 2018. However, the market does face some challenges that it will need to address. Companies and brands will have to determine ways of achieving incremental sales, reinvigorate sales of the struggling women’s APDO product segment, and address the needs of teens and children.”
– Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- Find ways of achieving incremental sales
- Reinvigorate sales of women’s APDO products
- Address the needs of children and teens

Total US retail sales for the APDO (antiperspirant and deodorant) market are \$2.7 billion in 2013. The market was largely untouched by the recession and recovery years that followed. The APDO category enjoys near universal usage and high usage frequency among consumers across demographic segments. Consumers need APDO products to manage both perspiration and body odor. Category growth in the coming years will continue to be driven by this need. Mintel expects that sales will grow slowly and steadily in the next years, growing by an additional 7% during 2013-18 to reach \$2.9 billion.

Though the market is growing steadily, achieving incremental sales is a challenge as most consumers approach this category with a functional mentality. Consumers want APDO products that offer them effective protection and they tend to stick with the products and brands that they are familiar with. The biggest players in this category have found success with integrating added functional and cosmetic benefits that consumers have been willing to pay more for, such as clinical protection. These are becoming new standards that consumers are expecting to see in their APDO products. To achieve incremental sales, companies and brands will need to continue integrating added benefits to convince consumers to spend more on these products compared to standard offerings.

The key topics of focus for the 2014 report include understanding consumers’ use of APDO products and the different formats that they use, along with their current shopping behaviors for the category. In addition, this report will explore the attributes that consumers value most when selecting an APDO product and what claims are currently influencing consumers’ purchase decisions in order to help companies determine where they should focus their innovation and marketing efforts.

This report builds on the analysis presented in Mintel’s *Deodorants and Antiperspirants – US, February 2013* and previous reports with this same title in February 2012, February 2011, February 2008, February 2007, and March 2002.

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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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