

## Deodorants - UK - January 2015

**Report Price:** £1750.00 | \$2834.04 | €2223.04

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"The deodorants market is predicted to see slow sales growth over the coming years, reflecting high levels of price promotions, as well as the increased use of discount shopping channels. Brands could look beyond their basic hygiene proposition to focus more on quality ingredients (ie skin-caring oils) to add value, as well as targeting senior consumers to keep them invested in the category. "

– Jack Duckett, Consumer Lifestyles Analyst

### This report looks at the following areas:

- Opportunity to target older consumers
- Challenging brand loyalty in the deodorants market

The deodorants market has seen relatively limited growth in recent years, with total sales in 2014 expected to rise just 1% year on year to £441 million (2013: £437 million). Growth has been hampered partly by the maturity of the market and partly by special offers, with a decline in new product innovation contributing to reduced inclination from consumers to trade up and spend more in the category. It is therefore key for brands to spark greater interest in the category, be it through using more premium ingredients (ie botanical oils), offering more advanced benefits (ie hair-minimising) or even targeting senior consumers with more age-appropriate marketing messages.

This report looks at the core issues affecting the UK deodorants market, including: consumer usage habits, factors influencing purchase, attitudes towards different format types and interest in different product attributes, as well as more general attitudes towards the category. Mintel also takes a view on the future of the market and what trends offer indicators for growth.

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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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