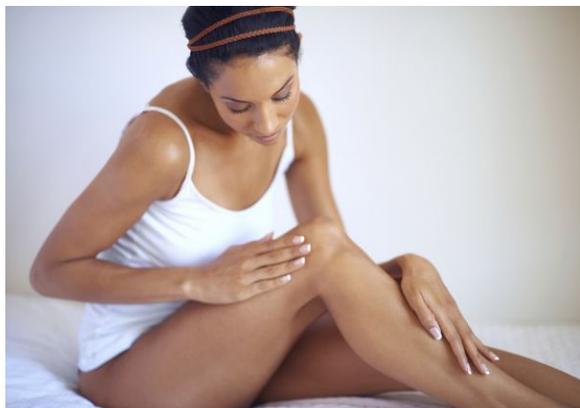


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“Body moisturiser sprays have been positioned in the market as an easy-to-use format, with focus on their quick absorption properties. With high usage of the format amongst those concerned about skin irritation, future claims opportunities could focus on reduced risk of aggravated skin from using the format.”
– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Claims opportunities for body moisturiser sprays
- Male hand and body offers opportunities
- Own-label offers stiff competition in hand care

The body and hand category has struggled to show stable growth in recent years. Innovation opportunities lie in better targeting men, as well as offering added-benefit products for older consumers. The hand care segment has suffered from stiff competition from own-label brands in the year ending March 2015, whilst brands have struggled to show growth from regular channels of distribution in body care due to their availability in discount channels.

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