

Body Care and Deodorant - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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The body care and deodorant market has experienced growth, benefiting from improved spray deodorant formats as well as strong therapeutic skincare sales. This \$5.9 billion category presents opportunities for brands to focus on beauty benefits in body care products, such as lotion that provides a shimmering effect, to reach young female consumers, who are more involved in the category.

This report looks at the following areas:

- Market experiencing steady growth lead by APDO products
- Product usage widespread, body care lower among men and aging consumers
- Market boosted by incidence of skin conditions, usage higher among Black consumers

Brands can also increase usage among men through male specific products, and among an aging population through a focus on convenient formats. The market will also benefit from higher usage among a growing population of Black consumers.

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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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