

Body Care and Deodorant - US - July 2016

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The \$6 billion body care and deodorant market has shown fairly stable growth in recent years. Near universal routine usage of deodorant and body care presents both opportunities and challenges for future growth.

This report looks at the following areas:

- Category engagement decreases with age, especially among men
- Behaviors and attitudes limit usage, showcase competition with other products

Spray formats, natural formulations, and the integration of added benefits have propelled consumer interest in the market. High engagement among women and 18-34-year-olds should continue to underpin the market, while focused outreach to aging Boomers and Hispanics may also build sales.

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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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