

## Deodorants and Bodycare - UK - June 2016

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

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“The deodorants category has seen a decline in value in recent years, hampered by the rise of discounters, as well as a decline in NPD and advertising spend. The bodycare sector, on the other hand, has seen strong sales performance in recent years as consumers trade up in the prestige sector as well as widen their range of products.”  
– Roshida Khanom, Senior Personal Care Analyst

### This report looks at the following areas:

- Usage of deodorant is declining in men
- Prestige outperforms mass-market in bodycare
- Consumers are tiring of ‘free-from’

The deodorants category is estimated to decline by 3% in value in 2016 from £422 million to £408 million, with the category impacted by the rise of discount retailers and few reasons for consumers to trade up on purchases. In addition, usage frequency of deodorants is on the decline, particularly amongst older men. With male deodorant buyers showing more interest in long-lasting fragrances (52%), NPD could encourage men to trade up.

The hand, body and footcare category, on the other hand, is estimated to increase by 2% in value in 2016 to £552 million. Although driven by the prestige sector, an increase in usage has also been a boost to the category; 48% of bodycare users have used a greater range of products in the last year. With new launches in footcare showing a shift to more pampering products, this could encourage people to trade up in the footcare category.

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Consumers are tiring of 'free-from'

The facts

The implications

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### Usage of Deodorants and Bodycare

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