

Bodycare and Deodorant - Hispanics - US - August 2019

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This report looks at the following areas:

The majority of Hispanics have used some bodycare and APDO products in the past year. Growth in both categories can come by shifting usage from traditional products to specialized ones with higher profit margins.

- Hispanics overindex for using specialized bodycare products such as in-shower lotion and body lotion spray. The challenge for bodycare brands is to maintain Hispanics' interest in specialized products as they age and simplify routines or keep them within the brand portfolio.
- Although the majority of Hispanics use APDO in stick format, they overindex for using a spray format. Sprays may be appealing to Hispanics due to fragrance and association with body spray.



"Bodycare and deodorant are mature categories. Hispanics offer opportunities in personal care, as they use bodycare and deodorant at a similar rate as consumers overall and overindex for using specialized products. Top purchase drivers indicate the need for brands to be readily available with supporting materials at stores with calls to action to learn and ask questions through digital interactions."

Juan Ruiz, Director of
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