

# Bodycare and Deodorant - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the bodycare and deodorant market.
- How usage trends impact the bodycare and deodorant market.
- How brands in the space are renovating offerings to stand out from the competition.
- How brands can influence consumers to look beyond the functional nature of the category.



“The bodycare and APDO market has shown slow yet steady growth since 2016, which can partially be attributed to the essential nature of the category and stable market penetration. Focusing on benefits beyond moisturization and odor/sweat protection may not only help lift sales in the near term but also increase category potential for the longer term”  
– **Olivia Guinaugh, Beauty & Personal Care Analyst**

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