

## Deodorants and Bodysprays - UK - February 2012

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"Deodorants may not have the feelgood factor of fragrance or the glamour of cosmetics, however, the category benefits from being a grooming staple, indispensable in both good times and bad. Indeed, some would argue that an antiperspirant is even more crucial when the going gets tough and the tough get perspiring. The category recorded 5% growth in 2011, despite a shroud of gloom continuing to dampen consumer spirits. This is thanks, in part, to innovative product formulations and compelling advertising messages energising the market. Looking ahead, given that product usage rates are already relatively high, ingenuity and innovation will be marketers' greatest assets."

– Bríd Costello, Senior Beauty Analyst

### In this report we answer the key questions:

- How have deodorants and bodysprays fared in the face of the economic slowdown?
- How have consumer usage habits been impacted by the morose economy?
- Do non-traditional deodorant formats have potential within the category?
- What avenues for growth exist for deodorants?
- How can marketers encourage greater deodorant and bodyspray usage?

#### Definition

The products covered in this report include: deodorants, antiperspirants and bodysprays, for both men and women, in all packaging formats, including aerosols, atomisers, pumps, roll-ons, solid sticks, gels, creams, wipes and solid crystals.

- Deodorants contain ingredients to kill bacteria that cause body odour and/or contain fragrances to mask the smell of perspiration. They do not prevent wetness.
- Antiperspirants (APDs) control both wetness and odour. These contain ingredients – generally salts of aluminium – which react with sweat to temporarily seal the pores, thereby controlling perspiration, and are usually combined with a deodorant to control odour.
- Bodysprays are simply fragrances in a spray can format but they are usually more heavily perfumed than underarm deodorants and are designed to be used all over the body. Some contain ingredients to kill bacteria, while others do not.

Please note that the terms 'deodorants' and 'antiperspirants' are used interchangeably throughout the report.

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