

Deodorants and Bodysprays - UK - January 2013

Report Price: £1750 | \$2834 | €2204

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Growth in the market in the last two years has been driven by competitive pricing, product innovations and creative marketing campaigns. With an ageing population, ensuring products and advertising are tailored to this demographic will be essential to ensure further growth."

– Roshida Khanom, Beauty and Personal Care Analyst

In this report we answer the key questions:

- What has led market growth in recent years?
- How can the market attract an ageing population?
- What about the younger population?
- What area of product innovation is likely to bring growth to the market?

The deodorants and body sprays market has seen an increase in sales of 6% in the last year, rising from £581 million in 2011 to a predicted £616 million in 2012. This increase in sales is attributed to product innovations (for example longer lasting products), pricing promotions and expansion of brands. 2012 has seen a number of fine fragrance brands extend into the deodorant category, as well as one of the biggest names, Lynx, expanding its target consumer to offer products to women as well as men.

Although long lasting remains the most important purchase influencer in this category, it is likely that there is a limit on the number of hours that can be claimed and still remain meaningful to the consumer. Exploring other areas of interest may broaden the market and trigger product innovations. For example almost nine out of ten adults (87%) are interested in deodorants for clothes, as more people are making their clothes last for longer, however this idea is yet to be explored. New product innovations will be essential in ensuring the market continues to see growth.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market