

Deodorants - Brazil - November 2012

Introduction



"Brazil is one of the countries with the highest penetration of deodorants and antiperspirants in the world, with 95% of the population stating they use deodorants. For instance, this percentage is even higher than in the U.S., where 92% of the population uses this type of product."

Due to high temperatures year-round in most of their country, Brazilians are highly concerned with protection against underarm wetness and odor. This concern makes deodorants an essential element in Brazilians' daily grooming routines."

– Sebastian Concha, Research Director, Latin America

In this report we answer the key questions:

- **What are the opportunities to increase deodorant use in some demographic segments?**
- **To what degree are there opportunities to develop niche formats and other positioning claims within the category?**
- **What are the barriers to future growth and how can they be overcome?**
- **In such a highly competitive and dynamic market, are there opportunities for innovations and new entrants?**
- **What are the claims most valued by consumers and by the different demographic segments?**
- **What are the trends and innovations in deodorants and antiperspirants in Brazil and in the rest of the world?**

This study includes deodorants and antiperspirants for men and women in all formats including aerosols, pumps, atomizers, roll-ons, sticks, gels, and creams, as outlined on the next page.

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DID YOU KNOW?

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

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Introduction

- **Deodorants** contain ingredients to kill bacteria that cause body odor and/or contain fragrances to mask the smell of perspiration. They do not prevent wetness.
- **Antiperspirants (APDs)** control both wetness and odor. These contain ingredients—generally salts of aluminum—that react with sweat to temporarily seal the pores, thereby controlling perspiration, and are usually combined with a deodorant to control odor.
- **Aerosol** deodorants/antiperspirants come in a metal container packaged under pressure with propellant gas for release as a spray of fine particles.
- **Pump/atomizer** deodorants/antiperspirants are packaged in a plastic container using a pump, which converts the liquid into a fine spray.
- **Roll-on** liquid deodorants/antiperspirants come packaged in plastic or glass bottles and are applied to the underarms with a rolling applicator.
- **Stick** deodorants/antiperspirants are packaged in a solid or gel format using plastic tubes with a twist-up dispenser.
- **Cream** deodorants/antiperspirants come in a cream format using a jar or plastic tube dispenser.

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