

Deodorants - UK - December 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Standing at an estimated £404 million in 2018, the deodorants market decline has been triggered by lack of innovation and engagement. A core message of functionality appeals to a wide range of consumers, but also means mass brands share a very similar image.”

– Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- No need for naturals
- Clear communication

The deodorants market decline has been triggered by lack of innovation and engagement, and now stands at an estimated £404 million in 2018, decreasing in value by 2% from 2017. Both retailers and manufacturers have suffered from the war on price, and consumers stick with what they know for the cheapest price. However, there is room for growth if brands are willing to take risks with fragrance innovation and products for other body parts.

Functionality claims drive value growth, but this message needs to be constantly enforced to retain user loyalty. Aligning with this core message appeals to a wide range of consumers, but also means mass brands share a very similar image. Brands can change how efficacy is advertised – tweaking traditional messages to create a point of difference. Natural deodorants also hold some interest, but more premium pricing and less proven efficacy means regular use is unlikely. With packaging pollution constantly in the public eye, eco-friendly positioning could be more of a short-term solution to re-engage consumers.

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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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- Clear communication
 - The facts
 - The implications

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We the people

An environmental dilemma

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