

## Bodycare and Deodorant - US - August 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The body care and deodorant industry continues to see slow yet steady sales growth in 2018. Deodorant brands that focus on scent, natural ingredients, and practical claims will continue to see success. Body care brands that pique consumer interest with secondary benefits such as dermatologist-recommended or derriere care will continue to drive engagement."

- **Alison Gaither, Beauty & Personal Care Analyst**

This report looks at the following areas:

- Sales of deodorant and body care remain on a slow trajectory
- Body care and deodorant are viewed as functional, which poses challenges
- Body care is impacted by consumers trading body lotion for kitchen essentials
- Natural deodorants perform well, despite skepticism
- Usage of specialty body care is niche
- Emphasizing benefits could help bolster engagement in specialty

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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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