

Bodycare and Deodorant: Inc Impact of COVID-19 - US - June 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the bodycare and deodorant market
- How the market will fare in a post-COVID-19 down economy
- Consumers' bodycare and APDO behaviors and usage of products
- Launch activity and consumer interest in product innovations

While COVID-19 is expected to cause slowed sales growth, the bodycare and deodorant markets are expected to maintain positive sales through 2025, thanks to the hygiene staple status of most products. Incorporating unique formats or ingredients that are typically found in facial skincare products can help persuade consumers to look beyond the functional nature of bodycare and APDO categories, creating opportunities to sustain longer-term growth.



"Prior to COVID-19's arrival to the United States, the bodycare and deodorant market was expected to experience higher levels of growth in 2020 than in previous years, largely due to consumers' elevated interest in natural and premium deodorant offerings. However, the APDO segment is expected to see experience slightly slower levels of growth in 2020 than originally estimated." – Olivia

Quinn, Home & Personal Analyst
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- **APDO taps into skin-inspired trends**

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- **Usage of APDO is nearly universal; APDO spray might make a comeback**
- **Adults want fragranced APDO products made with safe ingredients**
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