

Deodorants and Body Products - Brazil - 2022

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This report looks at the following areas:

- Skin color and skin conditions and how these factors influence consumption of deodorants/antiperspirants and body products
- Use of deodorants, antiperspirants and body products
- Most consumed deodorant and antiperspirant formats
- Reasons for using deodorants and antiperspirants
- Important claims in deodorants and antiperspirants
- Important claims in body products
- Interest in and willingness to pay more for innovations in deodorants and antiperspirants
- Attitudes toward the use of deodorants, antiperspirants and body products

The body products category continues to be one of the most shopped by Brazilian consumers, with emphasis on deodorants/antiperspirants and moisturizing body lotions. In the case of deodorants/antiperspirants, these products have the potential to be more than an extension of hygiene routines and products to combat sweat and odor. This is because Brazilian consumers are interested in formulas that offer skincare benefits, bringing new opportunities for innovation in the category. Health concerns have also increased the search for natural deodorants free from toxic and controversial substances, opening space for alternative options that are effective in combating sweat and bad odor.

In the case of body products, the growing discussion on body positivism and the destigmatization of flaws have encouraged consumers to search for products that help them deal with skin disorders that until recently were considered embarrassing, such as body acne, ingrown hair and stretch marks. Brands can seek inspiration in facial skincare products, incorporating well-known actives that have a positive consumer perception into their formulas.



“The search for formulas that offer benefits usually found in facial skincare products has been encouraged by consumers’ awareness of skin conditions and desire to take better care of their body skin. As interest in wellness-focused routines grows, the body care category becomes an important step of self-care focused routines.”

– **Amanda Caridad, Beauty and Personal Care Senior Analyst**

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