

Bodycare and Deodorant - US - 2023

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This report looks at the following areas:

- Bodycare and APDO product usage and behaviors, with shifts over time
- Important factors when shopping for bodycare products and APDO
- Attitudes and behaviors toward bodycare products and APDO
- Attitudes and behaviors toward value and cost-savings strategies utilized
- Trail and interest in bodycare and APDO innovations

The bodycare and deodorant market typically experiences steady annual growth due to the necessity-driven attributes of these products. Yet, total market sales are expected to reach almost \$9.4 billion in 2023, up 14.4% since 2022. The fact is that, since 2021, the category has experienced uncharacteristically high sales growth without volume increases to substantiate such gains. This reveals the impact inflation has had on market performance.

Industry players will need to be cognizant of promoting value through added health and wellness benefits and convenient propositions to stave off attrition or cost-savings behavior. Bodycare product innovation will continue to be inspired by facial skincare ingredients/trends, with protective, firming and anti-aging ingredients appealing to consumers and tapping into skinification trends. Ingredients that promote skin health are very well received given elevated awareness towards health and wellness along with selfcare trends and preference for multifunctional products. Over a third of bodycare product users are paying more attention to the ingredients in their bodycare products than they did just a year ago – a trend that will likely only gain momentum.

Moving forward, sales are expected to maintain slow steady growth supported by the market's solid consumer base. Placing health and convenience at the forefront of product development will build trust and loyalty among category users – helping consumers rationalize higher prices as well as setting the stage to increase product repertoire and frequency.



“Although the bodycare and deodorant product market has broad penetration, there’s room to grow. The fact that this category is considered essential to one’s personal care routine provides a reliable platform for industry players. The opportunity for innovative makers and marketers is to leverage consumers’ prioritization of appearance and health.”

– Jennifer White Boehm,
Director, US BPCH Reports

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