

Deodorants - China - September 2012

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“The Chinese deodorant market has seen double-digit growth rates year-on-year from a small volume base over the course of more than a decade, with more and more manufacturers and brands entering the market. However, China’s per capita consumption of deodorants (US\$0.07) has remained one of the smallest in the world.

The problem is twofold with many Chinese consumers split between two views, one being that sweating is good for a person’s health and should not be stopped or hindered, and the other relating to a desire to eliminate sweat-soaked clothes and odour.”

- Sam Gao, Research Analyst

In this report we answer the key questions:

- What are the differences between Chinese and Western consumers’ understanding of body odour and their perceptions of the need for deodorants?
- Where are the product innovation opportunities in view of how Chinese consumers segment their needs?
- In comparison to other and older forms of eliminating body odour used in China, where and how can deodorant stand out as the most coveted choice?
- As a product not used as regularly as other toiletries, what distributional challenges do deodorants face?

This market covers aerosols, pumps, roll-ons, sticks, creams/gels, and body spray deodorants for men and women. Note that pumps (including squeezes) and creams/gels have little presence in China and are treated as negligible.

The term deodorant also includes antiperspirants and body sprays, but excludes fragrances and talcum powder. The market is based on sales through all retail channels including direct-to-consumer and selective outlets.

For the purposes of this report, Mintel commissioned a quantitative research survey carried out online to explore consumer consumption of and attitudes toward deodorants.

Fieldwork was conducted in April 2012, in five Tier 1 cities and five Tier 2 cities of 3,000 adults aged 20+. Tier 1 cities include Beijing, Shanghai, Guangzhou, Shenzhen, and Chengdu. Tier 2 cities include Dongguan, Harbin, Chongqing, Suzhou, and Qingdao.

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