

A YEAR OF INNOVATION IN SHAVING & DEPILATORY AND DEODORANT, 2021

Innovation is inspired by skincare (and other markets) and taps into wellness and empowerment trends. As temperatures rise, so will the focus on sustainability.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Innovation opportunities in shaving & depilatory and deodorant

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: shaving & depilatories, 2021
- EMEA retail market overview: deodorants, 2021

EMEA: innovation blurs with skincare and taps into wellness and empowerment trends

- Expand and disrupt with clear skincare/skin health messaging
- Skin-friendly NPD is more active in hair removal than deodorants
 - Graph 1: deodorant, shaving & depilatory launches by select skin-friendly claims, by category, 2016-17 vs 2020-21
- Prestige skincare and shaving brands collide
- A gap exists for more microbiome-friendly innovation
- Hero skincare ingredients: Nivea turns to refreshing/non-irritating cactus water
- An array of other skincare ingredients are on offer: bamboo, coconut milk, charcoal
- Promote the skincare benefits of 'clean', pure and minimal ingredient formulas
- Few brands target acne-prone skin
- Skincare language continues to move into deodorants
- Skincare features are displayed more boldly in razors
- Natural aluminium-free deodorant stresses efficacy and skincare
- Align with the big focus on emotional wellbeing and self-care
 - Graph 2: share of deodorant, shaving & depilatory launches with aromatherapy claims, 2016-17 vs 2020-21
- Wellness innovations include massaging tools and use mood-boosting scents
- Inclusive and empowering themes inspire innovation

Europe: climate change concerns intensify and influence NPD

- Expect increased consumer interest in eco-friendly product features
- Eco claims are fastest-growing in deodorant and shaving markets
 - Graph 3: deodorant, shaving & depilatory launches by select fast-growing eco claims, by category, 2016-17 vs 2020-21
- Unilever's compressed deodorant cans evolve and expand to boost their green profile
- Carbon footprinting messaging expands and evolves
- Minimising plastic waste remains a focus: reusable razor handles move away from plastic
- Minimising plastic waste remains a focus: disposable razor handles use recycled plastic
- Plastic-free packs make inroads in deodorant

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- Format innovation addresses water scarcity concerns
- 360-degree approach inspires refill deodorant innovation
- Spotlight on MEA

ASIA PACIFIC (APAC)

- APAC retail market overview: shaving & depilatories, 2021
- APAC retail market overview: deodorants, 2021

APAC: add value by focusing on skincare, empowerment, the fun and efficacy

- Innovations focus on skincare/beautification
- Skincare claims are most active in hair removal markets
 - Graph 4: deodorant, shaving & depilatory launches by select skin-friendly claims, by category, 2016-17 vs 2020-21
- Skincare and cosmetic textures/formulas inspire deodorant innovation
- Array of skin-friendly ingredients feature
- Gillette opts for a skincare-first approach
- Female empowerment inspires hair removal NPD
- Adding value and a sense of fun are anime- and manga-inspired innovations...
- ...and creative gastronomia-inspired formulas/scents
- Maintain the focus on and build greater trust around convenience and efficacy
 - Graph 5: deodorant, shaving & depilatory launches by select efficacy/convenient focused claims, by category, 2016-17 vs 2020-21
- Deodorants focus on convenience and efficacy
- Shaving/depilatory focus on convenience and efficacy

APAC: eco claims are less developed but will become key

- Eco/ethical claims are least active in APAC but slowly rising
 - Graph 6: deodorant, shaving & depilatory launches by select eco claims, 2016-21
- As temperatures rise so will demand for cooling and super effective deodorants
- Eco razor handles made of paper or recycled plastic, and refill concepts, stand out

THE AMERICAS

- Americas retail market overview: shaving & depilatories, 2021
- Americas retail market overview: deodorants, 2021

Americas: NPD is inspired by other categories and aligns with on-trend themes

- NPD is inspired by skincare markets – and beyond
- Skincare benefits/formulas are in-demand
- Skincare claims are most active in hair removal and focus on hydration and suitability for sensitive skin: Latin America

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- Graph 7: deodorant, shaving & depilatory launches by select skin-friendly claims, by category, 2016-17 vs 2020-21
- Skincare claims are most active in hair removal and focus on hydration and suitability for sensitive skin: North America
 - Graph 8: deodorant, shaving & depilatory launches by select skin-friendly claims, by category, 2016-17 vs 2020-21
- More unique skin-friendly ingredients expand into deodorants
- Microbiome-friendly formulas are niche but advancing
- More advanced skincare benefits blur with night creams or post-laser treatments
- Natural, simpler, 'free from' and 'clean' formulas link to skin friendliness
- Innovations blur with or are inspired by eyebrow cosmetic trends, sanitiser and cologne
- More skincare/BPC brands see growth potential in deodorants
- NPD aligns with wellness trends: pretty and fun designs and standout colours
- NPD aligns with wellness trends: the appeal of mood-boosting scents
- NPD taps into empowerment trends: normalise the conversation around pubic hair
- NPD targets the visually impaired and people with upper limb motor issues

Americas: innovations appeal to sustainability-minded consumers

- Environmental responsibility takes a more serious turn
- North America: eco claims are on the rise
 - Graph 9: deodorant, shaving & depilatory launches by select eco claims, by category, 2016-17 vs 2020-21
- Latin America: redress a decline seen for some eco claims; toxins-free features more prominently
 - Graph 10: deodorant, shaving & depilatory launches by select eco claims, by category, 2016-17 vs 2020-21
- Global warming could negatively impact the beard trend or inspire cooling beard-focused innovation
- Water shortage concern could inspire more dry shaving concepts
- Minimising plastic waste is a focus: innovations use recycled/recyclable plastic...
- ..or turn to paper...
- ...or cork
- Refills in deodorants are on-trend: sticks in North America
- Refills in deodorants are on-trend: sprays in Latin America

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