

A YEAR OF INNOVATION IN SHAVING & DEPILATORY AND DEODORANT, 2023

Standout innovations focus on convenience, fragrance and efficacy and continue to blur with skincare. Fun collaborations and AI concepts disrupt the category.



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Report Content

- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Shaving & Depilatory and Deodorant

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: scent continues to inspire innovation

- Better compete with the fragrance category
- Offer unique fragrances to stand out amid a plethora of scented products
- Innovation engages consumers with exciting scents
- Axe positions its Fine Fragrance Collection as a perfume alternative

Europe: innovation appeals to convenience-focused consumers

- Meet consumer interest in convenience
- Deodorant: convenience-focused claims plateau
 - Graph 1: deodorant launches by select convenient claims, 2018-19 vs 2022-23
- Shaving & depilatory: popularity of convenience-focused claims vary by sub-category
 - Graph 2: shaving & depilatory launches, by select convenient claims, 2018-19 vs 2022-23
- Convenience-focused NPD allays pain points
- Make convenience fun
- Smart rechargeable deodorant focuses on speeding up drying time

The Middle East & Africa (MEA)

- Focus on reducing pain, providing eco-friendly benefits and delaying hair growth

ASIA PACIFIC (APAC)

Asia: demonstrate superior efficacy to instil trust

- Boost confidence by emphasising efficacy
- Exfoliating and cleansing claims increase in shaving & depilatory
 - Graph 3: shaving & depilatory launches, by select functional claims*, 2018-19 vs 2022-23
- Minimal change for efficacy-focused claims in deodorant
 - Graph 4: deodorant launches, by select functional and convenience claims, 2018-19 vs 2022-23
- Innovation focuses on efficacy
- Point to Polyfix ZRC's efficacy at neutralising odour

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Asia: 'for sensitive skin' claims continue to resonate with consumers

- Highlight suitability for sensitive skin
- 'For sensitive skin' claims can increase
 - Graph 5: shaving & depilatory and deodorant launches, by select sensitive skin claims, 2018-19 vs 2022-23
- Innovations call out suitability for sensitive skin

Australia & New Zealand (ANZ)

- Standout innovation: focus on scent, format and dermaplaning
- Locally sourced ANZ ingredients take centre stage

THE AMERICAS

North America: continue to elevate the focus on skincare

- Respond to continued 'skinification' trends
- Shaving & depilatory: look beyond hydrating and 'for sensitive skin' claims
 - Graph 6: shaving & depilatory launches, by select skincare-focused claims, 2018-19 vs 2022-23
- Deodorant: skincare claims are limited and focus on hydration and vitamin/mineral fortified
 - Graph 7: deodorant launches, by select skincare-focused claims, 2018-19 vs 2022-23
- Innovation blurs with skincare and sexual wellness

North America: drive purchase by focusing on convenience

- Target consumers willing to pay a premium for convenience
- Shaving & depilatory: ease-of-use claims are fast growing
 - Graph 8: shaving & depilatory launches by select convenience claims, 2018-19 vs 2022-23
- Deodorant: minimal change for convenient claims
 - Graph 9: deodorant launches, by select convenience claims, 2018-19 vs 2022-23
- Make routines easier with convenience-focused innovation
- Gillette range specifically targets male pubic hair
- Look beyond underarm sweat/odour

Latin America: bring a sense of enjoyment to shaving & depilatory and deodorant

- Bring joy to everyday shaving/deodorant routines
- Collaborations and novelty packs bring enjoyment

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