

BODYCARE AND DEODORANT – US – 2024

Growth and opportunities are driven by consumer trends in skin health, scent and efficacy, while multifunctionality introduces new forms of comprehensive bodycare.



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Bodycare And Deodorant – US – 2024

This report looks at the following areas:

- Market size, forecast and segmented performance of bodycare and APDO
- Market and brand share within bodycare and APDO
- Competitive strategies, opportunities and market drivers for bodycare and APDO
- Consumer bodycare and APDO usage and frequency of use
- Consumer bodycare goals and bodycare purchase influencers
- Consumer APDO purchase influencers and pain points
- Consumer attitudes and behaviors toward APDO and bodycare



Growth and opportunities are driven by consumer trends in skin health, scent and efficacy, while multifunctionality introduces new forms of comprehensive bodycare.

Overview

The bodycare and antiperspirant/deodorant (APDO) market is projected to reach \$9.54 billion in 2024 and expand to an estimated \$10.49 billion by 2029. The upward trajectory of the category is bolstered by improved financial outlooks and holistic health trends that reframe essential hygiene routines. Furthermore, the entrance of beauty brands into the bodycare and APDO categories has injected a fresh wave of innovation and challenge to traditional market boundaries, revitalizing the space with new products that blend beauty, health and wellness.

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Looking ahead, the industry is poised for steady growth, as new product development continues to deliver on consumer interests in skin health, scent and efficacy. Cross-category, multifunctional benefits will introduce new comprehensive personal care solutions. These trends and advancements provide ongoing momentum for bodycare and APDO brands to enhance their visibility and build their audience.

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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market size and forecast
- Market predictions
- Opportunities

THE MARKET

- Market context

Market drivers

- Holistic health puts a premium on bodycare and APDO launch activity
 - Graph 1: bodycare launches by price positioning, 2019-23
- Holistic health puts a premium on bodycare and APDO launch activity
 - Graph 2: APDO launches by beauty price positioning, 2019-23
- Improved financial outlooks bode well for premiumized offerings
 - Graph 3: financial situation compared to a year ago, by annual household income, 2024
- Beautification of the category invigorates awareness and engagement
- The flurry of whole body solutions blurs the lines between APDO and bodycare

Market size and forecast

- Inflation and premium offerings contribute to sales growth
- MULO sales expected to exceed \$10bn by 2028
- Adjusted for inflation, the category is still expected to see long-term growth

Market segmentation

- Bolstered by inflation, bodycare is forecasted to grow at a faster rate than APDO
- Volume of MULO bodycare sales have recently increased, but its effect is amplified by increases in price
- Decrease in MULO volume sales of APDO is offset by alternative retailers and price increases

Market share/brand share

- Unilever and P&G represent more than half of market share
- Unilever and P&G represent more than half of market share
- L'Oréal's CeraVe continues to lead bodycare market share
- Aquaphor, CeraVe and La Roche-Posay see market share gains

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- P&G's Native gains on brand leaders
- P&G's Native gains on brand leaders

COMPETITIVE STRATEGIES & OPPORTUNITIES

- Tablestakes: target fragrance and efficacy for broad reach
- Looking ahead: stay competitive on skin-friendly and skincare-inspired offerings
 - Graph 4: bodycare product claims by launch year, 2021-23
- Looking ahead: stay competitive on skin-friendly and skincare-inspired offerings
 - Graph 5: select APDO product claims by launch year, 2021-23
- Looking ahead: incorporate bodycare & APDO into wellness rituals
- Looking ahead: anticipate cross-category, convertible formats
- Looking ahead: build bodycare + APDO for visibility and excitement
- Build bodycare + APDO brands for community engagement

CONSUMER INSIGHTS: BODYCARE

Consumer fast facts

Bodycare usage & frequency of use

- Overall category holds steady in relevance
 - Graph 6: usage of bodycare products, 2022-24
- Target daily and weekly routines
 - Graph 7: frequency of bodycare usage, 2024
- Tap into elaborate, bodycare regimens
 - Graph 8: repertoire of bodycare product usage, by demographic, 2024
- Tap into interest in multistep wellness
- Uplift male usage, beginning with core products
 - Graph 9: usage of select bodycare products, by gender and age
- Black consumers seek additional, daily moisture
 - Graph 10: select daily usage of bodycare products, by race

Bodycare goals

- Anti-aging and fragrance provide compelling, secondary themes
 - Graph 11: bodycare goals, ranked, 2024
- Body acne is of particular concern to younger consumers...
 - Graph 12: select bodycare goals, any rank, by age, 2024
- ...while older consumers seek to soothe and comfort skin itchiness
 - Graph 13: Select bodycare goals, any rank, by age

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- Prepare users for their changing bodycare needs

Bodycare purchase influencers

- Skin sensitivity becomes a leading RTB
 - Graph 14: bodycare purchase influencers, 2024
- Consumers of color drive interest in specialization and expert-driven claims
 - Graph 15: select bodycare purchase influencers, by race or ethnicity, 2024
- Interest in skin benefits pave opportunities to differentiate by ingredient claims
- Extra-strength claims resonate with men and Black consumers
 - Graph 16: preference for extra strength bodycare, by gender and race or ethnicity, 2024

Bodycare attitudes and behaviors

- Capitalize on premium-favorable sentiments
 - Graph 17: select attitudes toward bodycare, 2024
- Consider bodycare within the context of broader routines
- Bundle for complementary benefits
- Innovate and message toward specific lifestyle needs
 - Graph 18: use of special bodycare products, by age, 2024
- Capture niche, but growing bodycare needs

Shopping for bodycare

- Mass brands lead purchase occasions...
 - Graph 19: bodycare purchases by brand type, 2024
- ...but specialty brands are in demand among younger audiences
 - Graph 20: bodycare brand types, by age, 2024
- Prestige growth challenged by functionality and democratized claims
- Anticipate competition from private label and lifestyle

CONSUMER INSIGHTS: ANTIPERSPIRANT & DEODORANT

Consumer fast facts

APDO usage & frequency of use

- Modest category growth is spread across a wider variety of options
 - Graph 21: usage of APDO products, 2024
 - Graph 22: usage of select APDO products, 2022-24
- Younger consumers drive increased use
 - Graph 23: use of any APDO product, by age, 2023-24
- Newer formats support younger consumers' usage
 - Graph 24: usage of APDO products among Gen Z, 2023-24

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- Wipes and sprays facilitate multiple uses in one day
 - Graph 25: frequency of use of APDO products, 2024
- Don't discount shelf appeal as a facet of convenience

APDO purchase influencers

- Create distinction in APDO through fragrance
- Create distinction through fragrance
 - Graph 26: APDO purchase influencers, 2024
- Market and bundle for consumers who follow their noses
- Natural and non-irritating become non-starters for younger consumers
 - Graph 27: select APDO purchase influencers, by age, 2024
- Skin-health drives further interest in more niche claims
 - Graph 28: select APDO purchase influencers, by age, 2024
- Skincare concepts spur innovations and claims

APDO pain points and barriers

- Bring skeptics onboard with skin and sensation-motivated claims
 - Graph 29: select APDO pain points, by age, 2024
- Innovate for extra-strength solutions, without sacrificing natural messaging
 - Graph 30: select APDO pain points, by age, 2024
- Connect young men to whole-body solutions
 - Graph 31: select APDO pain point, by gender and age, 2024
- Get more personal with men's APDO

APDO attitudes and behaviors

- Capitalize on increased attention paid toward APDO
- Consumers of color are particularly receptive to trading-up
 - Graph 32: select attitudes and behaviors toward APDO, by race or ethnicity, 2024
- Cater to diverse skin and ingredient interests
- Anticipate gender-neutral preferences among younger users
 - Graph 33: select attitudes and behaviors toward APDO, by generation, 2024

Shopping for APDO

- Most APDO shopping takes place at mass outlets
 - Graph 34: APDO shopping channels, 2024
- Presence in Amazon and supermarkets add incremental value
- APDO shopping channels depend on age
 - Graph 35: select APDO shopping channels, by age, 2024

APPENDIX

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and terms
- Forecast
- Forecast fan chart

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