

# THE FUTURE OF SHAVING & DEPILATORY AND DEODORANT: 2021

Expect shaving and APDO brands to pivot their strategies to communicate more wellness, inclusive and eco-ethical themes.



A Mintel Analyst, Global Analyst



## Report Content



- The now, the next and beyond

### **WHERE WE ARE NOW**

- Overview of shaving and depilatory innovation in the last year
- Overview of APDO innovation in the last year
- What we have seen

### **IN THE NEXT TWO YEARS**

- Mintel's perspective

#### **Drive loyalty with wellness themes**

- A renewed focus on self-care supports long-term sales growth
- Transform mundane routines into self-care rituals
- Evoke emotion through scent
- Bring nostalgic elements into play
- Leverage a stronger health positioning
- Support skin health with functional ingredients
- Gain traction by touting skin health benefits
- Identify health-related benefits from hair removal

#### **Inclusion efforts will continue to evolve**

- More inclusivity is needed in the BPC space
- Acknowledge unmet needs in APDO
- Ditch the "one size fits all" approach
- Offer a higher level of personalization in hair removal to ensure inclusivity
- Expand inclusion efforts to meet the needs of those living with disabilities
- Degree solves unmet needs with inclusive packaging design

#### **Professional treatments create new at-home demands**

- Non-invasive treatments are on the rise
- The multifunctionality of Botox is becoming more well known
- Address skepticism toward at-home treatments
- Ease the threat from professional services with post-treatment care

## IN THE NEXT FIVE YEARS AND BEYOND

### Help consumers adapt to climate change issues

- Rising temperatures are expected to intensify
- Expect growing demand for cooling claims
- Rising temperatures will make APDO even more essential
- Adapt to a water-scarce world
- Drive loyalty through eco-conscious positioning
  - Graph 1: eco-ethical claims in new shaving and APDO product and packaging launches, 2017-21
- Refillables benefit the planet, consumers and category players
- Bioengineered ingredients are the future

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