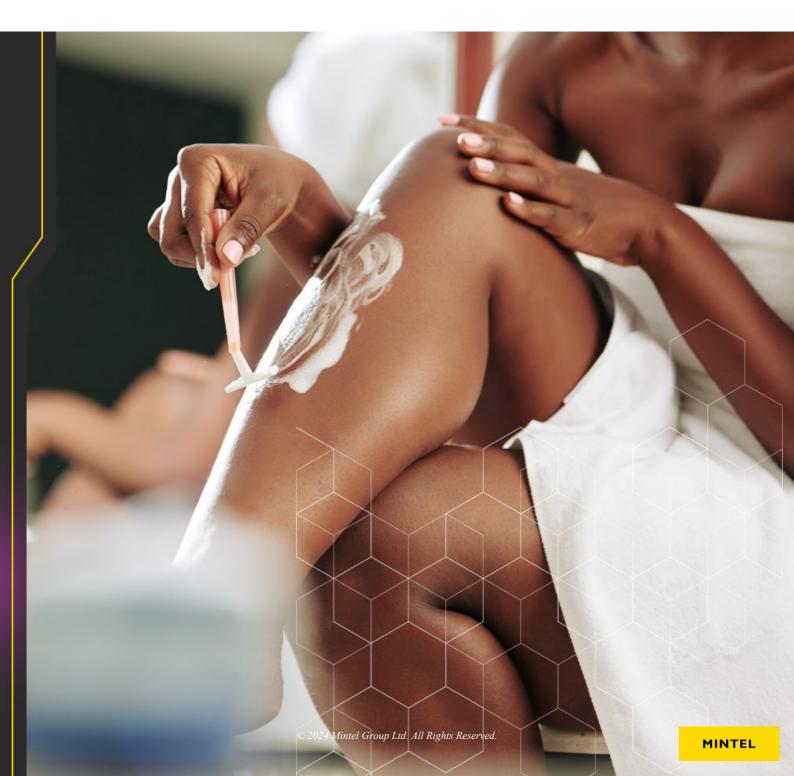
# THE FUTURE OF SHAVING & DEPILATORY AND DEODORANT: 2023

Convey 'skinification' trends with efficacy, explore fun in sexual wellness and demonstrate value through personalisation to reinvigorate a stagnant category.



KinShen Chan, Principal Analyst, Beauty Personal Care (South APAC)



# Report Content

### WHAT YOU NEED TO KNOW

- · Where we are now
- · Mintel recommends: in the next two years
- · Mintel recommends: in five years and beyond

### IN THE NEXT TWO YEARS

### Unlock the power of 'skinification' through efficacy

- Don't underestimate efficacy's importance
- Expand brightening rhetoric to underarm skin in APAC
  - Graph 1: deodorant claims, 2021-23
- · Demonstrate efficacy through quantifiable metrics
- · Introduce regimens for post-dermaplaning care
- · Win consumers by pairing results with convenience
- · Regional perspective: demonstrate efficacy to future-proof deodorant and shaving innovation

## Grow Gen Z consumers through fun and informative experiences

- · Deliver enjoyable experiences
- · Make the Gen Z connection: be fun, be relevant
- · Combine humour with entertainment to encourage deodorant use
- · Inject fun into deodorant with unique product designs
- · Extend the fun into the bedroom with grooming
- · Inject sensuality and intimacy into deodorant
- Sustainability has become non-negotiable for Gen Z
- · Environment-related claims look set to grow in deodorant
  - Graph 2: launches of deodorant products with ethical and environmental claims, 2018-23
- · Go beyond claiming sustainable or natural ingredients
- Regional perspective: target relevancy to attract Gen Z

### Encourage trading up with personalisation and premiumisation

- Stand out with personalisation and premiumisation
- Deliver a curated experience
- · Opportunity: trading down from prestige fragrance
- · Highlight hero ingredients to demonstrate premiumisation
- Empower consumers to personalise scent and strength

# The Future of Shaving & Depilatory and Deodorant: 2023

- · Lead personalisation efforts for men's intimate grooming
- · Combine premiumisation and personalisation in one
- Regional perspective: explore personalisation and premiumisation to create new products in deodorant and shaving

### IN FIVE YEARS AND BEYOND

### Harness technology to disrupt the deodorant and shaving categories

- · Introduce AI to increase NPD in deodorant and shaving
- · Technology enables new innovation white space
- · Control odour with deodorant that responds to body heat
- Reduce the dependency on natural ingredients through biotech
- · Look towards biotechnology to discover new odour-preventing molecules
- · Introduce AI into daily shaving routines
- · Leverage AI to uncover new fragrance notes

### **KEY TAKEAWAYS**

Key takeaways

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