

# 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.



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## 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

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- 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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