

What’s That Smell? Growing Trends in Deodorants

As in-store volume declines for Antiperspirants, Deodorants with key product claims mitigate losses and justify a **higher price point**. Do you know which claims are driving growth?

Volume for Antiperspirants fell

18M Units

-3.3% vs YA

Deodorants with **Whole Body** claims are priced

72% higher

than deodorants without this claim

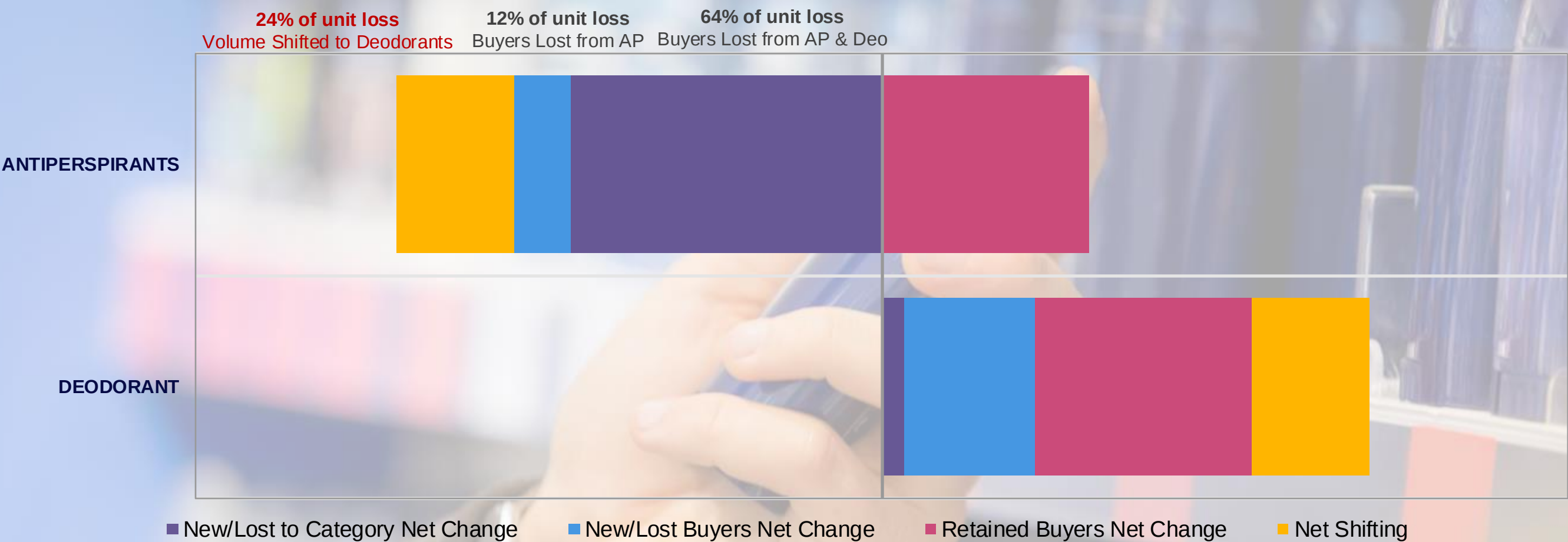
Deodorants stating, they contain **Niacinamide** grew

252%

vs last year

Source: NIQ RMS, Total U.S. xAOC, L52 w/e 9/21/2024 vs YA | NIQ Product Insight, Total U.S. xAOC, L52 w/e 9/21/2024 vs YA

Although 64% of Antiperspirants decline is due to buyers exiting the AP & Deo category, 24% of the net volume loss is shifting to Deodorants

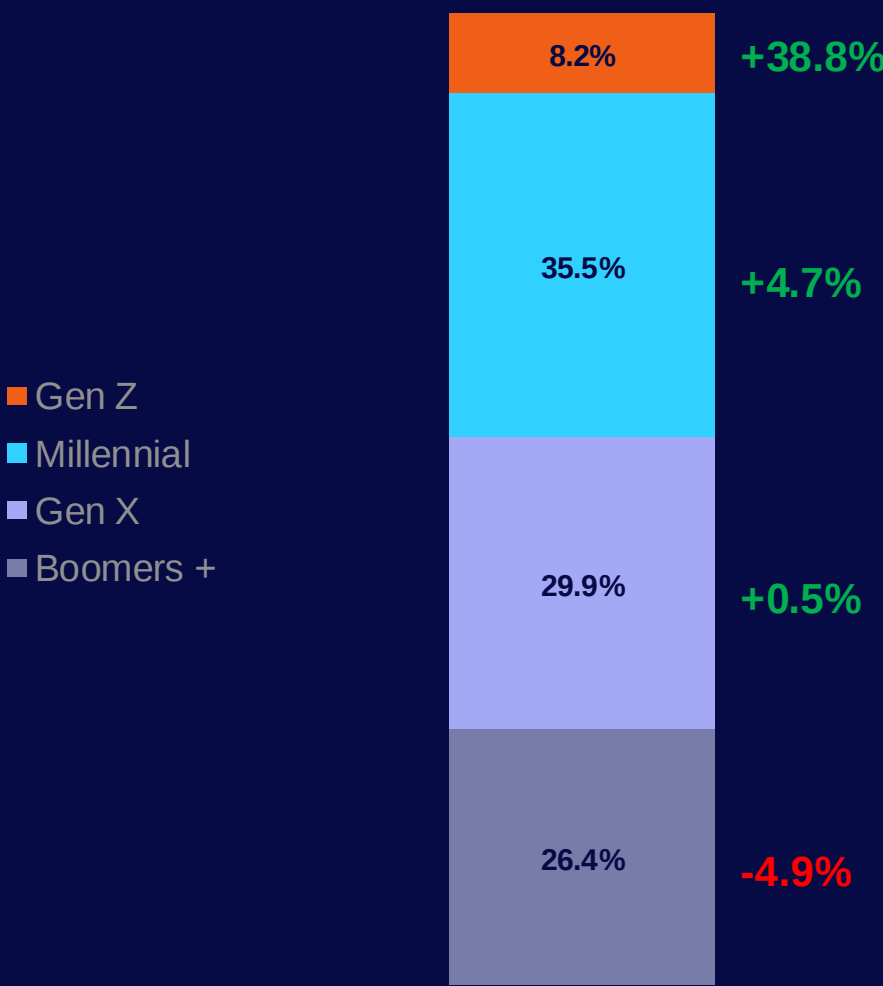


Source: NIQ POD Homescan, Total U.S. All Outlets, L52 w/e 9/07/2024 vs LY

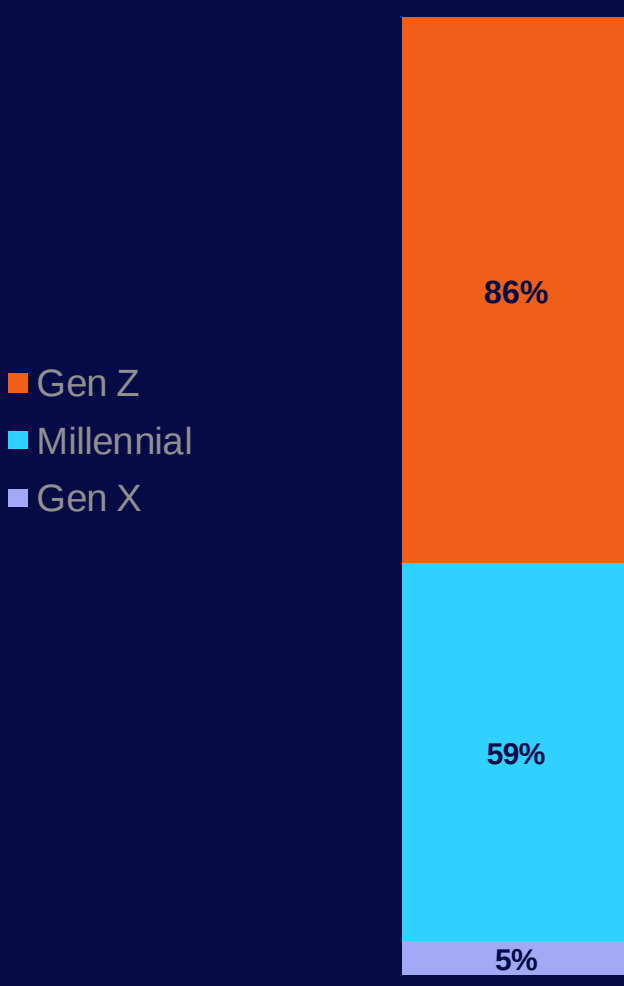
While Millennials still drive the lion's share of all Deodorant & Antiperspirant Unit Sales, Gen Z contribution is growing much faster

Gen Z drove 86% of total Deodorant & Antiperspirant unit growth in the last year

Omnishopper Total Unit Contribution by Generation
(% of Units and % Chg vs YA)



Omnishopper Unit Growth Contribution by Generation
(% of Absolute Unit Chg)



Source: NIQ Omnishopper Panel, Total U.S. All Outlets, L52 w/e 9/07/2024 vs YA | Omnishopper includes purchases made in store and online

Key Takeaways ➡

- As the Antiperspirant and Deodorant space evolves, products that address more than just ‘armpit smell’, or are perceived as ‘better for you’, appear to command a price premium. Deodorants with ‘**Aluminum Free**’ claims grew in volume by **18%** vs LY and on average are priced **37% higher** than deodorants without this claim. Do you know what other product claims consumers are willing to pay more for?
- Consumers are looking for multi-benefit products and are purchasing deodorants with cosmetic benefits. Volume for Deodorants stating they contain Niacinamide, an ingredient known to even skin tone, have **more than doubled** in the last year. Do you have an accurate read on what other product benefits are gaining traction?
- While Millennials have fueled the largest portion of Deodorant volume, Gen Z are now coming of age and coming into their own, contributing a rapidly growing share of department units. Do you understand how younger cohorts are shopping the category?

To get the Full View™ of claims resonating with each generational cohort— reach out to your NIQ representative and ask about NIQ’s Product Insight solution.



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