No Loyalty In Lotion, Affordability Is Key, Reports Mintel

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Loyalty is lost when it comes to body care products. New research from Mintel reveals that nearly a quarter (23%) of those who use body care products at least once a week usually just buy whatâ€™s on sale. Not surprisingly, this has contributed to a 10% decline in sales of body care products from 2007-2012.

â€œThe poor performance of the body care market is likely due to the prolonged period of economic uncertainty that has consumers adjusting their use of nonessentials,â€• says Molly Maier, senior analyst at Mintel. â€œProduct affordability is the most important attribute right now, therefore keeping products within a medium or low price point will be key in maintaining consumer participation.â€•

Hand and body lotion are the most common concoctions in the saturated body care market. Some 81% of consumers use body lotion and 89% say they use hand lotion, up from 76% and 84% since 2011. Women are definitely slathering it on more than men as 97% of women use hand lotion and 96% use body lotion versus 80% and 66% among men, respectively.

In an effort to be thrifty, many people are using lotion designed for a specific body part on other areas. While 94% of Mintel respondents say they use hand lotion on their hands, another 28% say they use it on their feet, 43% on their arms and 23% on their legs.

Despite this, there are some areas where people are very specific when it comes to their body care needs. Nearly three-quarters (73%) of people use more lotion in the winter/colder months and 67% say they buy different products depending on their need at the time, such as dry skin in the winter or gradual tanner in the summer. Some 67% of lotion users prefer bottles with pump dispensers to jars and tubes and 59% would consider buying hand or body lotion in refillable packaging. Surprisingly, with all the options out there, just over a quarter (27%) of body care consumers say they have yet to find a lotion that works well for them.

The greatest percentage of body care product users are interested in products that offer extra moisture (61%), however, there is a growing interest in products that claim to have anti-aging qualities. Some 30% of weekly users seek anti-aging products compared to only 23% in 2011. Products that claim to be all-natural are also growing in popularity with nearly one-third of product users (31%) seeking this.

Source: Mintel Oxygen Reports

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