Deodorants in the United Kingdom

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Euromonitor reports that, in 2012, deodorants posted current value growth of 6% to reach sales of Â£641 million, with volume sales also up 4%. At the same time, volumes of fragrances in the UK remained stable in 2012, after posting growth of 4-5% over the previous two years. Euromonitor states that there is an obvious link between the two.Â Â

With budgets becoming tighter and tighter due to the economic downturn , manufacturers have responded by introducing more fragranced deodorants and body sprays. In turn, such products saw their sales grow rapidly in 2012.COMPETITIVE LANDSCAPE Unilever Home & Personal Care Ltd remained the clear leader in deodorants in 2012 with a 58% value share and sales worth Â£371 million. The companyâ€™s position can be attributed to several brands, including Sure. The Sure brand is well advertised, innovative and efficient, hence its ongoing popularity. 2012 launches included Sure Men Xtracool, Sure Men Adventure and Sure Women Ultra Dry. Other extremely successful brands include Dove, which in 2011 launched Dove Men + Care, and Lynx, which launched new products in 2012 such as Lynx Excite for women, this being a first for the previously men-only brand. Less important but growing is Impulse body spray for women, whose popularity was revitalised at the end of 2011 thanks to product development and in-store promotions.Republished with permission from Euromonitor Market Research Blog, originally posted on (July 2013)