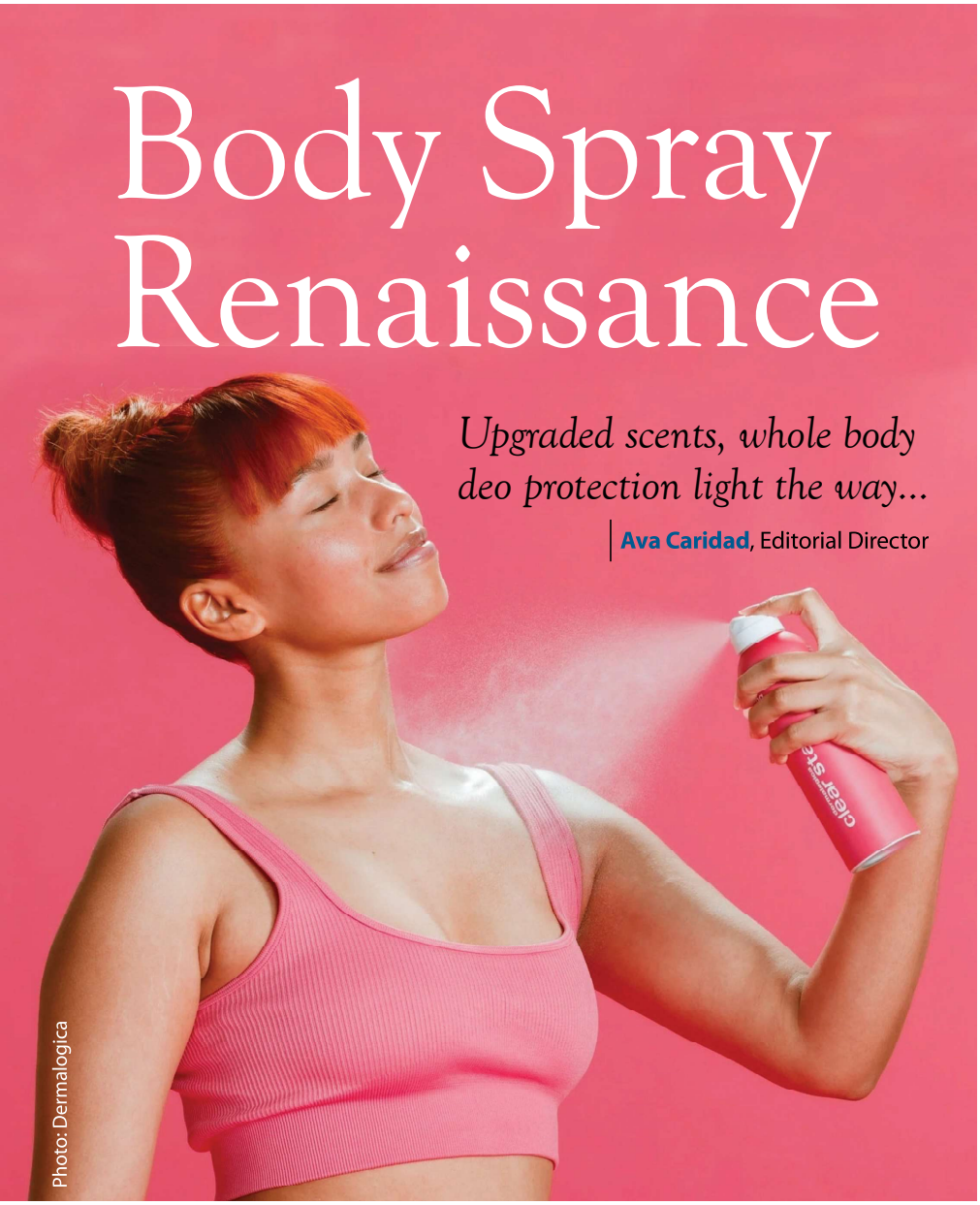
Body Spray Renaissance



Upgraded scents, whole body deo protection light the way...

Ava Caridad, Editorial Director

Body sprays and deodorant sprays are seeing a resurgence as younger consumers show a preference for alternative fragrance formats beyond perfume and aftershave. Once the personal care darling of 1980s and '90s teenagers, body sprays are now for everyone and not necessarily targeted to specific age groups or genders anymore.

Recent analysis from market research firm Circana reported that the size of the body spray market nearly tripled in 2023, in part because shoppers have sought out lower-priced alternatives to fine fragrances. This has largely been driven by the average price in that category, which, at just $25, is far lower than prestige or even some mass scents. Price-conscious shoppers are looking for sprays that offer a range of benefits in one, such as odor protection, invigorating scents and hydration.

On the other hand, according to market research firm Mintel, the U.S. body care and antiperspirant/deodorant (APDO) market is projected to reach $9.5 billion in 2024. Mintel indicates that the category's upward trajectory is bolstered by an improved financial outlook and holistic health trends that reframe essential hygiene routines. Furthermore, the entrance of beauty brands into the body care and APDO categories has injected a fresh wave of innovation and challenge to traditional market boundaries, revitalizing the space with new products that blend beauty, health and wellness.

Whole body business

Brother and sister brands Lumē and Mando started the whole body deodorant trend with their launches in 2017 and 2023, respectively. Google Trends reports that search interest for the term "whole-body deodorants" increased by over 1,000% between March 2023 and March 2024. With consumer demand for deodorants that go all over the body rapidly escalating, we have seen no shortage of new launches wanting to hop aboard the Lumē and Mando bandwagon.

The new **Dove Men+Care Whole Body Deo** line from **Unilever** was launched to help prevent body odor almost everywhere—underarms, private parts, feet and all over. Its aluminum-free, dermatologist-tested formula comes in a spray and is suitable for use everywhere from the neck down. Inspiration for the range came from consumer insights that revealed a steep uptick in the demand for deodorants that offer more than just underarm protection. Dove research indicated that, while only 2% of consumers currently use whole-body deodorants, 76% said they would like to try such a product.

"Our consumer research showed that while men are searching online for solutions to whole-body odor protection, they find it an embarrassing topic and often don't talk to anyone about it," explained Paolo Valdez, Associate Director, Global Brand, Dove Men+Care.

"Our approach is to educate, normalize, end the stigma and empower men with a solution they will feel confident about," he added.

Dove Men+Care Whole Body Deo is now available in the U.S. in two fragrance options—**Aloe + Bamboo** and **Shea Butter + Cedar**.

Diane Keenan, Unilever Associate R&D Director, noted, "Our consumer insights revealed that many consumers were taking their existing deodorants and antiperspirants and using them not quite asper pack directions. We learned that people were applying them totheir chests, backs, private parts and places where the skin folds ortouches—anywhere they wanted to prevent odor. The problem is that typical deodorants aren't designed for areas other than underarms ... they're not meant for other body parts."

"For our whole-body deodorants, we made those other sensitive body parts our priority. You can still use whole-body deodorants on your underarms, and you can also be confident that they're suitable for other areas, too," Keenan explained.

Procter & Gamble introduced the **Secret Whole Body Deodorant** collection of aluminum-free deodorants, designed to be used beyond the pits to tackle odor on underboobs, privates and feet. It delivers 72-hour, clinically proven odor protection, is gentle on skin, goes on clear and comes in **Peach & Vanilla Blossom** and **Lilac & Waterlily** scents. The spray utilizes the Eco-Valve technology from Salvalco that allows for touchless application across the body.

Native Whole Body Deodorant Spray delivers clinically proven 72-hour odor protection for armpits, privates and beyond. Made without aluminum, parabens, baking soda or talc, the cooling, fresh, fast-drying mist is gentle on sensitive areas and applies as light as air. Scents include **Lilac & White Tea** (tea, floral and musk), **Cucumber & Mint** (cucumber, apple and spearmint) and **Coconut & Vanilla** (coconut, tonka and vanilla).

The **Old Spice** brand from **Proctor & Gamble** has launched **Total Body Deodorant** sprays under its **GentleMan** range of grooming products. The whole-body spray was formulated to provide 24/7 freshness and odor protection for use from "pits to toes" with minimal residue. Dermatologist tested, the gentle formula is aluminum free, free of dyes, parabens and phthalates, and comes in three scents: **Lavender + Mint**, **Cucumber + Avocado** and **Vanilla + Shea Butter**. The product is packaged with Salvalco's Eco-Valve technology.

Body mists grow up

According to an Allied Market Research (AMR) report titled *Body Mist Market by Fragrance, Gender, Price Point & Distribution Channel: Global Opportunity Analysis & Industry Forecast, 2023-2032*, the "body mist market" was valued globally at $7.6 billion in 2022, and is estimated to reach $12.6 billion by 2032, growing at a compound annual growth rate (CAGR) of 5.2% from 2023 to 2032.

Body mists have emerged as a favored choice among consumers seeking moments of relaxation and rejuvenation amid their busy schedules, said AMR. Diversifying the product range presents a significant opportunity for the body mist market to cater to a broader range of consumer preferences and needs. By introducing variations such as hydrating mists, shimmer mists or SPF-infused mists, brands can address specific concerns or desires of their target audience.

The "Warm" fragrance segment (e.g. vanilla, musk and spice) had the most the market share in 2022; "Woody"-scented was the fastest-growing segment. By region, North America held the highest market share in terms of revenue in 2022, with Latin America, Middle East & Africa (LAMEA) tapped as the fastest-growing region, encompassing diverse climates and cultures, where body mist products can serve various purposes.

Looking to the UK, **Lynx** (known as **AXE** in the U.S.) has launched a new collection, consisting of five new scents in 150mL aerosol cans. Brand owner **Unilever** said the new fine fragrance collection aims to redefine the "premium fragrance" category by creating an affordable, high-end range of scents that appeals to Gen-Z males. Scents include **Black Vanilla**, **Blue Lavender**, **Aqua Bergamot**, **Emerald Sage** and **Copper Santal**. Each scent is formulated to smell like a premium cologne, according to the company.

Pinkim Cosmetics relaunched British brand **Slazenger Body Perfumed Deodorant for Women** into the Turkish market in 2024. Scents include **Slazenger Pink**, which opens with the freshness of strawberry and blackberry, then evolves into a blend of warm caramel, rose, jasmine and a rich base of amber, vanilla and patchouli. **Slazenger Red** opens with fruity notes of grapefruit and blackcurrant mixed with juicy orange and tangerine. A combination of jasmine and lily of the valley is enhanced by cedarwood, vanilla, tonka and musk. **Slazenger Green** opens with bergamot in an aquatic floral heart of rose, jasmine, freesia and lily of the valley, followed by a warm, floral blend of rose, jasmine and sandalwood. The woody base features patchouli and vetiver. **Slazenger Purple** has notes of blackcurrant, mandarin, rose, violet, patchouli, vanilla, amber and sensual musk. The line's new aluminum aerosol can is supplied by Perfektüp.

Te Amo Secret Temptation Body Sprays have a high perfume concentration to last longer, according to the company. Scents include **Breeze** (citrus, hyacinth, neroli, jasmine, orange blossom, muguet, spicy notes and moss), **Aqua** (melon, peach, bergamot, leafy greens, rosewood, lily of the valley, orchid, jasmine, musk, amber, oak moss and cedar wood), **Pearl** (blackcurrant, pear, jasmine, orange flower, orris, pralin, tonka, vanilla and patchouli), **Petal** (white floral, honey, citrus and patchouli), **Sparkle** (apple, bergamot, lemon, jasmine, rose, lily of the valley, cedarwood, musk and amber) and **Dazzle** (wood, rose, musk and powder).

Body Spray RENAISSANCE

The aluminum aerosol cans are supplied by Bharat Containers Nagpur Pvt Ltd.

Enhanced benefits

Beyond odor control, contemporary body sprays offer other benefits, as well. Personal care brand **Otella** recently launched its new line of Cooling Body Sprays. Designed to help athletes, fitness enthusiasts and weekend warriors stay cool, Otella was formulated with skin-loving ingredients to help combat the negative effects of heated situations. While many consumers cite overheating as getting in the way of their workout, **Otella Cooling Body Spray** was formulated to help hydrate the skin and relieve discomfort from heat, fatigue and stress. The product comes in three different formulas with pleasing aromatherapy scents, including **Concentrate**, made with rosemary and mint to help keep consumers alert, focused and in the zone as they head from the gym to the conference room. **Energize** contains orange and ginger to help reduce fatigue and energize during the day. **Relax** is enhanced with lavender and vanilla to help keep users cool, relaxed and calm post-workout, pre-meeting or before bed.

Clear Start Clarifying Bacne Spray from **Dermalogica** treats and helps prevent acne breakouts on the body. Recommended for all skin types, the blemish-fighting body spray acts fast on hard-to-reach areas to help clear clogged pores and minimize future body breakouts. The refreshing mist even disperses upside down to never miss a spot. Exfoliating salicylic acid helps to remove dead skin cells, while soothing and cooling witch hazel, tea tree oil and Moroccan argan oil balance excess body oil and help reduce redness. It is suitable for use after the shower, post-workout or even on-the-go.

Hydrate & glisten

O'lysée Pure Waterspray utilizes water that has been purified with a double ultrafine filtration manufacturing process that makes it free of harmful or inassimilable substances, such as nitrates. According to the company, the 100% sterile water spray is pharmaceutical quality and composed of thousands of micron-scale droplets. The delicate formula, in its purest state, offers rapid absorption. O'lysée is suitable for all skin types and all members of the family, including seniors and infants.

evian Facial Spray's hydrating product line announced a new collection of facial mists. Formulated with evian natural mineral water and floral extracts, the certified organic facial mists provide benefits for all skin types, are dermatologically-tested and contain pure evian water, known for its mineral balance from the French Alps. Each product provides an ultra-fine microdroplet mist that allows the upper layers of skin to absorb the meticulously sourced mineral and botanical content.

evian Facial Mist Protect guards against everyday pollution and environmental stressors. Wild indigo extract provides natural protection while organic cornflower extract offers regenerative skin benefits. **evian Facial Mist Calm** uses helichrysum and jasmine flower extracts to soothe even the most sensitive skin. The ingredients work together to reduce skin discomfort and provide all-day hydration. **evian Facial Mist Glow** is made with white peony root and white tea leaf extracts that revive and nourish skin, ultimately enhancing the complexion. All evian Facial Mists are packaged in 100% recyclable aluminum cans.

Traditional odor control

Dove Men+Care brand expanded its portfolio with a new, 200mL **Mint + Eucalyptus** aerosol deodorant, which is in line with the fragrances that are trending in the category. Parent company **Unilever** noted that the deodorant not only delivers an invigorating fragrance, but also provides 72-hour sweat and odor protection as a result of its patented deodorant technology.

Summer's Eve unveiled its latest innovation—the **Ultimate Odor Protection** line. The new product range aims to shatter taboos surrounding intimate hygiene, help ensure freshness and empower women to embrace their bodies confidently.

Summer's Eve Ultimate Odor Protection Daily Refreshing Spray for women contains a patented odor-reducing ingredient, has a fresh scent, absorbs moisture and sprays on dry for an extra boost of freshness whenever needed. It is clinically tested, talcum-free and reduces odor without disrupting natural pH. It is gentle enough for daily use and has moisture-absorbing power for lasting freshness. It is suitable for use after bathing, post-workout or a quick, on-the-go refresh throughout the day. Key product features include formulas that are pH-balanced with boric acid and are gentle on the skin; fragrances infused with light, refreshing scents; and dermatologist and gynecologist testing to help ensure safety. They are made without dyes or parabens and are not tested on animals. SPRAY