



| Total   | Genre   |       | Âge   |       |       |       |     |                   | Région   |            |                   |         |           | CSP   |       |          | Situation professionnelle |             |          |          |       | Statut marital |             |       |     |
|---|---|-------|-------|-------|-------|-------|-----|-------------------|----------|------------|-------------------|---------|-----------|-------|-------|----------|---------------------------|-------------|----------|----------|-------|----------------|-------------|-------|-----|
|   | Homme   | Femme | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | Millennials 18-34 | Nord-Est | Nord-Ouest | Région Parisienne | Sud-Est | Sud-Ouest | CSP + | CSP - | Inactifs | Travaille                 | Sans emploi | Etudiant | Retraité | Autre | En couple      | Célibataire | Autre |     |
|   | A   | B     | C     | D     | E     | F     | G   | H                 | I        | J          | K                 | L       | M         | N     | O     | P        | Q                         | R           | S        | T        | U     | V              | W           | X     |     |
| <b>1. A quelle fréquence utilisez-vous du déodorant ?</b>                   | <b>Vous devez sélectionner une seule réponse</b>  |       |       |       |       |       |     |                   |          |            |                   |         |           |       |       |          |                           |             |          |          |       |                |             |       |     |
| <b>Base brute</b>   | 1002  | 434   | 568   | 65    | 122   | 165   | 171 | 479               | 187      | 257        | 199               | 174     | 251       | 121   | 301   | 313      | 388                       | 488         | 79       | 37       | 288   | 110            | 659         | 322   | 21  |
| <b>Base: Adultes français</b>   | 1002  | 477   | 525   | 102   | 147   | 157   | 169 | 426               | 250      | 259        | 189               | 185     | 254       | 115   | 337   | 302      | 364                       | 496         | 79       | 58       | 258   | 111            | 653         | 326   | 24  |
| Plusieurs fois par jour   | 16%   | 11%   | 20%   | 29%   | 22%   | 17%   | 20% | 9%                | 25%      | 21%        | 14%               | 13%     | 15%       | 15%   | 15%   | 22%      | 12%                       | 17%         | 20%      | 25%      | 5%    | 27%            | 15%         | 17%   | 20% |
| Une fois par jour   | 59%   | 55%   | 62%   | 51%   | 63%   | 69%   | 61% | 55%               | 58%      | 58%        | 63%               | 60%     | 57%       | 57%   | 60%   | 63%      | 54%                       | 64%         | 66%      | 49%      | 53%   | 60%            | 59%         | 38%   |     |
| Moins d'une fois par jour   | 11%   | 15%   | 8%    | 8%    | 6%    | 9%    | 8%  | 16%               | 7%       | 10%        | 9%                | 11%     | 14%       | 13%   | 12%   | 7%       | 15%                       | 9%          | 8%       | 13%      | 19%   | 6%             | 12%         | 10%   |     |
| Jamais  | 14%   | 18%   | 10%   | 13%   | 9%    | 6%    | 11% | 20%               | 11%      | 10%        | 15%               | 16%     | 15%       | 15%   | 13%   | 8%       | 19%                       | 10%         | 7%       | 13%      | 23%   | 17%            | 13%         | 14%   |     |
|   |   | ▲ B   | ▼     | *     |       | ▼     |     | ▲ D.E.F.H         | ▼        |            |                   |         |           |       | O     | ▼        | ▲ N.O                     | ▼           | *        | *        | ▲ Q.R | Q.R            | *           | *     | **  |
| <b>2. Préférez-vous les déodorants en format spray, à bille ou solide ?</b> | <b>Vous devez sélectionner une seule réponse.</b> |       |       |       |       |       |     |                   |          |            |                   |         |           |       |       |          |                           |             |          |          |       |                |             |       |     |
| <b>Base brute</b>   | 864   | 353   | 511   | 57    | 111   | 156   | 154 | 386               | 168      | 230        | 170               | 145     | 215       | 104   | 260   | 289      | 315                       | 443         | 74       | 32       | 224   | 91             | 573         | 276   | 15  |
| <b>Base: Adultes français qui utilisent un déodorant</b>                    | 863   | 390   | 473   | 89    | 134   | 148   | 151 | 340               | 223      | 232        | 162               | 155     | 216       | 99    | 291   | 278      | 294                       | 448         | 74       | 51       | 199   | 91             | 567         | 280   | 16  |
| En spray  | 43%   | 44%   | 42%   | 51%   | 42%   | 38%   | 41% | 44%               | 46%      | 46%        | 38%               | 42%     | 45%       | 41%   | 38%   | 48%      | 43%                       | 42%         | 43%      | 41%      | 43%   | 50%            | 41%         | 46%   | 59% |
| A bille   | 41%   | 37%   | 44%   | 35%   | 43%   | 44%   | 49% | 36%               | 40%      | 38%        | 46%               | 41%     | 39%       | 40%   | 47%   | 37%      | 38%                       | 43%         | 41%      | 38%      | 38%   | 35%            | 42%         | 39%   | 26% |
| Solide  | 12%   | 13%   | 11%   | 9%    | 12%   | 14%   | 7%  | 14%               | 11%      | 12%        | 12%               | 14%     | 10%       | 13%   | 12%   | 12%      | 12%                       | 12%         | 9%       | 14%      | 13%   | 8%             | 12%         | 11%   | 10% |
| Je n'ai pas de préférence   | 5%  | 6%    | 3%    | 5%    | 3%    | 5%    | 3%  | 6%                | 4%       | 4%         | 4%                | 3%      | 6%        | 7%    | 3%    | 3%       | 8%                        | 3%          | 7%       | 6%       | 5%    | 7%             | 5%          | 5%    | 5%  |
|   |   |       |       | *     |       |       |     | F                 |          |            |                   |         |           |       | O.P   | ▲ N.O    | *                         | *           | *        | *        | *     | *              | *           | *     | **  |

Déodorant

L'enquête a été réalisée sur 1002 personnes représentatives de la population nationale française âgée de 18 ans et plus. Le sondage a été effectué en ligne, sur le panel propriétaire YouGov France du 1er au 2 Septembre 2020.



| Total   | Enfants     |             | Comptes sur réseaux sociaux |         |          |         |       |                  |       | Niveau d'éducation atteint    |                            |                    |       | Zone d'habitation             |   |                  | Réaction cutanée |     | Format de déodorant préféré |         |        |      |
|---|-------------|-------------|-----------------------------|---------|----------|---------|-------|------------------|-------|-------------------------------|----------------------------|--------------------|-------|-------------------------------|---|------------------|------------------|-----|-----------------------------|---------|--------|------|
|   | Avec enfant | Sans enfant | Facebook                    | Twitter | LinkedIn | Google+ | Autre | Net-Utilisateurs | Aucun | Non-titulaire du baccalauréat | Baccalauréat ou équivalent | Etudes supérieures | Autre | Un village ou une zone rurale | Une petite ville ou une ville de taille moyenne | Une grande ville | Oui              | Non | En spray                    | A bille | Solide |      |
|   | Y           | Z           | AA                          | AB      | AC       | AD      | AE    | AF               | AG    | AH                            | AI                         | AJ                 | AK    | AL                            | AM  | AN               | AO               | AP  | AQ                          | AR      | AS     |      |
| <b>1. A quelle fréquence utilisez-vous du déodorant ?Veuillez sélectionner une seule réponse</b>                    |             |             |                             |         |          |         |       |                  |       |                               |                            |                    |       |                               |   |                  |                  |     |                             |         |        |      |
| <b>Base brute</b>   | 1002        | 328         | 674                         | 755     | 232      | 222     | 1     | 582              | 870   | 118                           | 290                        | 255                | 442   | 15                            | 327   | 424              | 251              | 253 | 749                         | 369     | 352    | 104  |
| <b>Base: Adultes français</b>   | 1002        | 332         | 670                         | 755     | 257      | 241     | 1     | 594              | 873   | 115                           | 271                        | 253                | 461   | 17                            | 310   | 426              | 266              | 261 | 741                         | 370     | 351    | 103  |
| Plusieurs fois par jour   | 16%         | 24%         | 12%                         | 17%     | 19%      | 15%     | -     | 18%              | 16%   | 11%                           | 20%                        | 15%                | 14%   | 5%                            | 14%   | 17%              | 16%              | 22% | 14%                         | 24%     | 14%    | 11%  |
| Une fois par jour   | 59%         | 62%         | 57%                         | 58%     | 59%      | 56%     | 100%  | 60%              | 59%   | 56%                           | 54%                        | 60%                | 62%   | 50%                           | 58%   | 58%              | 62%              | 58% | 59%                         | 65%     | 73%    | 74%  |
| Moins d'une fois par jour   | 11%         | 8%          | 13%                         | 11%     | 13%      | -       | 11%   | 11%              | 11%   | 15%                           | 12%                        | 12%                | 11%   | -                             | 14%   | 10%              | 10%              | 5%  | 14%                         | 11%     | 13%    | 15%  |
| Jamais  | 14%         | 7%          | 17%                         | 14%     | 11%      | 16%     | -     | 12%              | 13%   | 18%                           | 15%                        | 13%                | 13%   | 46%                           | 14%   | 15%              | 13%              | 15% | 14%                         | -       | -      | -    |
| <b>2. Préférez-vous les déodorants en format spray, à bille ou solide ?Veuillez sélectionner une seule réponse.</b> |             |             |                             |         |          |         |       |                  |       |                               |                            |                    |       |                               |   |                  |                  |     |                             |         |        |      |
| <b>Base brute</b>   | 864         | 307         | 557                         | 649     | 205      | 184     | 1     | 512              | 753   | 99                            | 248                        | 223                | 384   | 9                             | 282   | 364              | 218              | 214 | 650                         | 369     | 352    | 104  |
| <b>Base: Adultes français qui utilisent un déodorant</b>  | 863         | 309         | 554                         | 650     | 229      | 202     | 1     | 525              | 756   | 95                            | 230                        | 221                | 403   | 9                             | 267   | 364              | 232              | 222 | 641                         | 370     | 351    | 103  |
| En spray  | 43%         | 40%         | 44%                         | 45%     | 43%      | 41%     | 100%  | 41%              | 43%   | 40%                           | 50%                        | 44%                | 39%   | 43%                           | 46%   | 43%              | 39%              | 41% | 44%                         | 100%    | -      | -    |
| A bille   | 41%         | 44%         | 39%                         | 39%     | 40%      | 39%     | -     | 43%              | 41%   | 40%                           | 34%                        | 43%                | 43%   | 47%                           | 36%   | 43%              | 42%              | 43% | 40%                         | -       | 100%   | -    |
| Solide  | 12%         | 12%         | 12%                         | 12%     | 13%      | 15%     | -     | 14%              | 12%   | 13%                           | 9%                         | 10%                | 14%   | 10%                           | 14%   | 10%              | 13%              | 14% | 11%                         | -       | -      | 100% |
| Je n'ai pas de préférence   | 5%          | 3%          | 5%                          | 4%      | 3%       | 5%      | -     | 3%               | 4%    | 8%                            | 7%                         | 3%                 | 5%    | -                             | 4%  | 4%               | 6%               | 2%  | 5%                          | -       | -      | -    |

| Total | Genre |       | Age   |       |       |       |     |                   | Région   |            |                   |         |           | CSP   |       |          | Situation professionnelle |             |          |          |       | Statut marital |             |       |
|-------|-------|-------|-------|-------|-------|-------|-----|-------------------|----------|------------|-------------------|---------|-----------|-------|-------|----------|---------------------------|-------------|----------|----------|-------|----------------|-------------|-------|
|       | Homme | Femme | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | Millennials 18-34 | Nord-Est | Nord-Ouest | Région Parisienne | Sud-Est | Sud-Ouest | CSP + | CSP - | Inactifs | Travaille                 | Sans emploi | Etudiant | Retraité | Autre | En couple      | Célibataire | Autre |
|       | A     | B     | C     | D     | E     | F     | G   | H                 | I        | J          | K                 | L       | M         | N     | O     | P        | Q                         | R           | S        | T        | U     | V              | W           | X     |

3. Quelle(s) marque(s) de déodorant(s) avez-vous déjà achetée(s) ? (Veuillez sélectionner toutes les réponses qui s'appliquent.)

|   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute  | 864 | 353 | 511 | 57  | 111 | 156 | 154 | 386 | 168 | 230 | 170 | 145 | 215 | 104 | 260 | 289 | 315 | 443 | 74  | 32  | 224 | 91  | 573 | 276 | 15  |
| Base: Adultes français qui utilisent un déodorant | 863 | 390 | 473 | 89  | 134 | 148 | 151 | 340 | 223 | 232 | 162 | 155 | 216 | 99  | 291 | 278 | 294 | 448 | 74  | 51  | 199 | 91  | 567 | 280 | 16  |
| Niveau  | 35% | 29% | 39% | 40% | 40% | 36% | 34% | 31% | 40% | 37% | 29% | 37% | 36% | 34% | 36% | 37% | 32% | 33% | 38% | 43% | 29% | 52% | 35% | 34% | 44% |
| Narta   | 34% | 22% | 44% | 24% | 34% | 37% | 35% | 35% | 30% | 38% | 31% | 32% | 32% | 38% | 34% | 35% | 34% | 34% | 38% | 24% | 34% | 38% | 33% | 36% | 27% |
| Dove  | 34% | 17% | 48% | 42% | 41% | 31% | 34% | 30% | 42% | 41% | 27% | 33% | 30% | 36% | 31% | 38% | 32% | 32% | 44% | 49% | 26% | 42% | 34% | 33% | 46% |
| Sanex   | 31% | 22% | 38% | 29% | 26% | 29% | 34% | 33% | 27% | 33% | 26% | 31% | 33% | 31% | 34% | 30% | 29% | 32% | 30% | 31% | 28% | 34% | 30% | 33% | 30% |
| Axe   | 28% | 44% | 15% | 39% | 24% | 30% | 32% | 24% | 30% | 38% | 23% | 27% | 25% | 24% | 28% | 31% | 26% | 28% | 33% | 44% | 24% | 24% | 28% | 28% | 24% |
| Rexona  | 28% | 20% | 35% | 28% | 22% | 31% | 30% | 28% | 24% | 30% | 24% | 27% | 29% | 30% | 24% | 32% | 29% | 25% | 41% | 23% | 29% | 36% | 28% | 27% | 36% |
| Ushualia  | 20% | 10% | 29% | 28% | 21% | 21% | 20% | 18% | 24% | 23% | 16% | 15% | 20% | 29% | 17% | 24% | 20% | 19% | 30% | 24% | 16% | 26% | 21% | 20% | 20% |
| Mennen  | 18% | 31% | 6%  | 10% | 8%  | 18% | 23% | 21% | 9%  | 21% | 14% | 15% | 19% | 15% | 19% | 15% | 18% | 17% | 19% | 11% | 21% | 15% | 19% | 15% | 10% |
| Tahiti  | 17% | 8%  | 24% | 28% | 22% | 19% | 12% | 14% | 24% | 13% | 11% | 17% | 14% | 19% | 14% | 20% | 18% | 16% | 22% | 25% | 13% | 27% | 17% | 17% | 35% |
| Yves Rocher                                       | 16% | 12% | 20% | 15% | 11% | 13% | 14% | 21% | 15% | 20% | 10% | 15% | 21% | 11% | 13% | 16% | 21% | 15% | 18% | 20% | 19% | 17% | 16% | 17% | 28% |
| Mixa  | 16% | 9%  | 21% | 23% | 17% | 17% | 17% | 12% | 19% | 16% | 12% | 16% | 15% | 24% | 17% | 16% | 14% | 15% | 21% | 25% | 12% | 19% | 16% | 15% | 15% |
| Le Petit Marseillais                              | 15% | 12% | 18% | 19% | 12% | 17% | 15% | 14% | 15% | 19% | 10% | 17% | 15% | 11% | 16% | 15% | 15% | 14% | 17% | 18% | 14% | 19% | 16% | 12% | 34% |
| Monsavon  | 12% | 6%  | 18% | 15% | 14% | 13% | 14% | 10% | 14% | 16% | 11% | 13% | 11% | 10% | 12% | 13% | 12% | 11% | 11% | 23% | 11% | 18% | 13% | 12% | 15% |
| Cadum   | 10% | 3%  | 15% | 20% | 13% | 11% | 8%  | 6%  | 16% | 12% | 10% | 9%  | 8%  | 8%  | 10% | 12% | 7%  | 9%  | 13% | 23% | 5%  | 13% | 11% | 7%  | 15% |
| L'Oréal Men Expert                                | 9%  | 16% | 4%  | 11% | 7%  | 14% | 11% | 7%  | 9%  | 11% | 7%  | 11% | 9%  | 9%  | 12% | 9%  | 8%  | 10% | 10% | 14% | 7%  | 7%  | 10% | 8%  | 20% |
| Williams  | 9%  | 16% | 3%  | 8%  | 7%  | 10% | 11% | 10% | 7%  | 9%  | 9%  | 10% | 9%  | 8%  | 9%  | 9%  | 10% | 8%  | 16% | 11% | 9%  | 10% | 9%  | 10% | 5%  |
| Nuxe  | 7%  | 6%  | 7%  | 9%  | 6%  | 4%  | 8%  | 7%  | 7%  | 4%  | 6%  | 11% | 6%  | 8%  | 8%  | 5%  | 6%  | 6%  | 9%  | 9%  | 5%  | 9%  | 7%  | 7%  | 5%  |
| Vichy   | 7%  | 6%  | 7%  | 13% | 2%  | 6%  | 9%  | 6%  | 6%  | 8%  | 4%  | 8%  | 6%  | 5%  | 8%  | 6%  | 6%  | 6%  | 7%  | 15% | 6%  | 5%  | 6%  | 7%  | 15% |
| La Roche-Posay                                    | 6%  | 6%  | 6%  | 9%  | 1%  | 5%  | 9%  | 8%  | 4%  | 6%  | 5%  | 11% | 6%  | 3%  | 7%  | 4%  | 8%  | 6%  | 3%  | 5%  | 9%  | 6%  | 6%  | 7%  | 9%  |
| Rogé Cavallès                                     | 6%  | 5%  | 7%  | 5%  | 2%  | 3%  | 12% | 7%  | 3%  | 7%  | 4%  | 6%  | 7%  | 5%  | 7%  | 4%  | 7%  | 6%  | 4%  | 7%  | 7%  | 4%  | 7%  | 5%  | 5%  |
| Weleda  | 5%  | 3%  | 6%  | 5%  | 4%  | 4%  | 6%  | 5%  | 4%  | 5%  | 1%  | 8%  | 5%  | 5%  | 7%  | 4%  | 4%  | 5%  | 4%  | 6%  | 4%  | 7%  | 5%  | 6%  | -   |
| SoBio étic  | 3%  | 2%  | 5%  | 5%  | 3%  | 3%  | 5%  | 3%  | 4%  | 4%  | 2%  | 4%  | 2%  | 6%  | 6%  | 2%  | 2%  | 4%  | 3%  | 9%  | 2%  | 3%  | 4%  | 3%  | -   |
| Rituals   | 2%  | 1%  | 3%  | 11% | 3%  | 1%  | 3%  | 1%  | 6%  | 3%  | 1%  | 5%  | 1%  | 3%  | 3%  | 2%  | 2%  | 2%  | 2%  | 10% | -   | 5%  | 1%  | 3%  | 24% |
| Uriage  | 2%  | 1%  | 2%  | 3%  | -   | 3%  | 3%  | 1%  | 1%  | 2%  | 2%  | 4%  | 1%  | 1%  | 2%  | 2%  | 2%  | 2%  | -   | 8%  | 1%  | 3%  | 2%  | 3%  | -   |
| Respire   | 2%  | 2%  | 2%  | 5%  | 3%  | 5%  | 1%  | -   | 4%  | 3%  | 1%  | 3%  | 1%  | 3%  | 2%  | 3%  | 1%  | 2%  | 2%  | 3%  | -   | 4%  | 2%  | 2%  | -   |
| Melvita   | 2%  | 1%  | 2%  | 4%  | 2%  | 1%  | 3%  | 1%  | 3%  | 2%  | 1%  | 4%  | 1%  | 1%  | 3%  | 2%  | 1%  | 1%  | 4%  | 6%  | 1%  | 2%  | 1%  | 3%  | -   |
| Sanoflore   | 2%  | 1%  | 2%  | 3%  | 1%  | 2%  | 3%  | 1%  | 2%  | 2%  | 1%  | 3%  | 2%  | 2%  | 2%  | 3%  | 1%  | 2%  | 1%  | 3%  | 0%  | 3%  | 1%  | 2%  | -   |
| Biphax  | 2%  | 2%  | 1%  | 2%  | 5%  | 1%  | 3%  | -   | 4%  | 2%  | 1%  | 4%  | -   | -   | 2%  | 2%  | 1%  | 2%  | 2%  | 2%  | -   | 4%  | 1%  | 2%  | 10% |
| Catier  | 1%  | 1%  | 2%  | 2%  | -   | 2%  | 3%  | 1%  | 1%  | 2%  | 1%  | 2%  | 1%  | 1%  | 2%  | 1%  | 1%  | 1%  | 1%  | 5%  | 1%  | 2%  | 1%  | 2%  | -   |
| Acorelle  | 1%  | 1%  | 1%  | 2%  | 2%  | 1%  | 2%  | -   | 2%  | 1%  | -   | 3%  | 1%  | 1%  | 1%  | 1%  | 0%  | 1%  | -   | 2%  | -   | 1%  | 1%  | 1%  | -   |
| SVR   | 1%  | 1%  | 1%  | 2%  | 1%  | 1%  | 1%  | 1%  | 1%  | 1%  | 1%  | 2%  | 1%  | -   | 1%  | 1%  | 1%  | 0%  | -   | 5%  | 0%  | 3%  | 1%  | 1%  | -   |
| Love Beauty and Planet                            | 1%  | 0%  | 1%  | 2%  | 1%  | 1%  | 1%  | -   | 1%  | 0%  | 1%  | 1%  | 1%  | 1%  | 1%  | 0%  | 1%  | 1%  | 1%  | -   | -   | 3%  | 1%  | 1%  | 9%  |
| Autre   | 10% | 10% | 9%  | 3%  | 10% | 10% | 11% | 11% | 7%  | 7%  | 12% | 13% | 8%  | 12% | 9%  | 10% | 10% | 11% | 9%  | -   | 12% | 7%  | 9%  | 11% | -   |
| Je ne sais pas                                    | 3%  | 4%  | 2%  | 6%  | 2%  | 1%  | 2%  | 3%  | 3%  | 3%  | 2%  | 3%  | 3%  | 2%  | 1%  | 3%  | 4%  | 1%  | 2%  | 7%  | 5%  | 1%  | 2%  | 4%  | -   |



| Total | Enfants     |             | Comptes sur réseaux sociaux |         |          |         |       |                  |       | Niveau d'éducation atteint    |                            |                    |       | Zone d'habitation             |   |                  | Réaction cutanée |     | Format de déodorant préféré |         |        |
|-------|-------------|-------------|-----------------------------|---------|----------|---------|-------|------------------|-------|-------------------------------|----------------------------|--------------------|-------|-------------------------------|---|------------------|------------------|-----|-----------------------------|---------|--------|
|       | Avec enfant | Sans enfant | Facebook                    | Twitter | LinkedIn | Google+ | Autre | Net-Utilisateurs | Aucun | Non-titulaire du baccalauréat | Baccalauréat ou équivalent | Etudes supérieures | Autre | Un village ou une zone rurale | Une petite ville ou une ville de taille moyenne | Une grande ville | Oui              | Non | En spray                    | A bille | Solide |
|       | Y           | Z           | AA                          | AB      | AC       | AD      | AE    | AF               | AG    | AH                            | AI                         | AJ                 | AK    | AL                            | AM  | AN               | AO               | AP  | AQ                          | AR      | AS     |

3. Quelle(s) marque(s) de déodorant(s) avez-vous déjà achetée(s) ? (Veuillez sélectionner toutes les réponses qui s'appliquent.)

|   |     |     |     |       |            |     |      |       |       |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-------|------------|-----|------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute  | 864 | 307 | 557 | 649   | 205        | 184 | 1    | 512   | 753   | 99  | 248 | 223 | 384 | 9   | 282 | 364 | 218 | 214 | 650 | 369 | 352 | 104 |     |
| Base: Adultes français qui utilisent un déodorant | 863 | 309 | 554 | 650   | 229        | 202 | 1    | 525   | 756   | 95  | 230 | 221 | 403 | 9   | 267 | 364 | 232 | 222 | 641 | 370 | 351 | 103 |     |
| Nivea   | 35% | 38% | 33% | 37%   | 45%        | 38% | -    | 39%   | 36%   | 25% | 30% | 39% | 36% | 21% | 30% | 39% | 34% | 34% | 34% | 35% | 34% | 38% | 28% |
| Narta   | 34% | 36% | 33% | AG    | ▲ AA.AF.AG | AG  | **   | ▲ AG  | AG    | ▼ * | 34% | 37% | 32% | **  | 40% | 32% | 30% | 36% | 33% | 36% | 35% | 25% |     |
| Dove  | 34% | 34% | 34% | AG    | 40%        | 32% | -    | 39%   | 36%   | 20% | 32% | 39% | 33% | 11% | 34% | 34% | 33% | 43% | 31% | 36% | 34% | 25% |     |
| Sanex   | 31% | 32% | 31% | AG    | AG         | 30% | -    | 22%   | 32%   | 28% | 26% | 32% | 34% | 22% | 27% | 34% | 31% | 42% | 27% | 29% | 32% | 39% |     |
| Axe   | 28% | 30% | 27% | 30%   | 34%        | 33% | -    | 29%   | 29%   | 22% | 30% | 28% | 27% | 43% | 28% | 29% | 26% | 29% | 28% | 38% | 21% | 17% |     |
| Rexona  | 28% | 28% | 28% | AG    | 31%        | 24% | -    | 31%   | 29%   | 20% | 31% | 27% | 26% | 30% | 25% | 29% | 30% | 29% | 28% | 33% | 23% | 23% |     |
| Ushuaia   | 20% | 21% | 20% | AG    | AG         | 17% | -    | 22%   | 22%   | 10% | 20% | 25% | 18% | 42% | 20% | 21% | 19% | 26% | 19% | 25% | 19% | 8%  |     |
| Mennen  | 18% | 17% | 18% | AG    | 21%        | 20% | -    | 18%   | 18%   | 13% | 19% | 17% | 17% | 31% | 17% | 19% | 17% | 16% | 18% | 18% | 15% | 19% |     |
| Tahiti  | 17% | 19% | 16% | AC.AG | AC.AG      | AG  | **   | AC.AG | AC.AG | 4%  | 18% | 21% | 15% | 23% | 17% | 17% | 19% | 22% | 16% | 20% | 15% | 9%  |     |
| Yves Rocher                                       | 16% | 16% | 17% | AG    | AG         | 12% | -    | 16%   | 17%   | 15% | 21% | 15% | 15% | 11% | 17% | 15% | 18% | 19% | 15% | 15% | 18% | 14% |     |
| Mixa  | 16% | 19% | 14% | AG    | AG         | 17% | -    | 19%   | 17%   | 5%  | 13% | 22% | 14% | 11% | 19% | 14% | 15% | 23% | 13% | 15% | 17% | 18% |     |
| Le Petit Marseillais                              | 15% | 15% | 15% | AG    | AG         | 13% | -    | 15%   | 16%   | 11% | 14% | 14% | 17% | 11% | 14% | 14% | 17% | 20% | 13% | 18% | 13% | 10% |     |
| Monsavon  | 12% | 13% | 12% | AG    | AG         | 11% | -    | 14%   | 13%   | 8%  | 13% | 13% | 12% | 11% | 13% | 11% | 14% | 18% | 11% | 14% | 10% | 12% |     |
| Cadum   | 10% | 12% | 8%  | AG    | AG         | 7%  | -    | 11%   | 10%   | 5%  | 10% | 10% | 9%  | 11% | 10% | 10% | 9%  | 15% | 8%  | 10% | 10% | 7%  |     |
| L'Oréal Men Expert                                | 9%  | 13% | 8%  | AG    | AG         | 12% | -    | 14%   | 12%   | 9%  | 7%  | 11% | 11% | **  | 7%  | 11% | 9%  | 11% | 9%  | 10% | 10% | 8%  |     |
| Williams  | 9%  | 11% | 8%  | AG    | AG         | 12% | -    | 13%   | 10%   | 11% | 7%  | 12% | 9%  | 10% | 9%  | 7%  | 13% | 12% | 8%  | 8%  | 8%  | 18% |     |
| Nuxe  | 7%  | 6%  | 7%  | AG    | AG         | 7%  | -    | 7%    | 6%    | 6%  | 7%  | 7%  | 6%  | **  | 7%  | 5%  | 9%  | 10% | 6%  | 6%  | 7%  | 5%  |     |
| Vichy   | 7%  | 8%  | 6%  | AG    | AG         | 7%  | -    | 8%    | 7%    | 4%  | 6%  | 6%  | 7%  | **  | 5%  | 5%  | 11% | 11% | 5%  | 4%  | 8%  | 10% |     |
| La Roche-Posay                                    | 6%  | 6%  | 7%  | AG    | AG         | 10% | -    | 10%   | 6%    | 11% | 8%  | 4%  | 7%  | **  | 3%  | 7%  | 10% | 11% | 5%  | 3%  | 9%  | 9%  |     |
| Rogé Cavallès                                     | 6%  | 8%  | 5%  | AG    | AG         | 10% | -    | 7%    | 6%    | 5%  | 7%  | 5%  | 6%  | 11% | 5%  | 7%  | 7%  | 9%  | 5%  | 4%  | 8%  | 6%  |     |
| Weleda  | 5%  | 5%  | 5%  | AG    | AG         | 6%  | 100% | 6%    | 4%    | 9%  | 5%  | 4%  | 5%  | 11% | 3%  | 5%  | 8%  | 9%  | 3%  | 2%  | 8%  | 6%  |     |
| SoBio étic  | 3%  | 4%  | 3%  | AG    | AG         | 5%  | -    | 4%    | 3%    | 3%  | 3%  | 2%  | 5%  | 11% | 3%  | 3%  | 5%  | 8%  | 2%  | 1%  | 5%  | 8%  |     |
| Rituals   | 2%  | 2%  | 3%  | AG    | AG         | 5%  | -    | 3%    | 3%    | 1%  | 2%  | 3%  | 3%  | **  | 0%  | 3%  | 4%  | 5%  | 1%  | 2%  | 3%  | 2%  |     |
| Uriage  | 2%  | 2%  | 2%  | AG    | AG         | 3%  | -    | 2%    | 2%    | 3%  | 2%  | 2%  | 2%  | **  | 1%  | 1%  | 4%  | 2%  | 2%  | 1%  | 3%  | 3%  |     |
| Respire   | 2%  | 2%  | 2%  | AG    | AG         | 2%  | -    | 3%    | 2%    | -   | 2%  | 1%  | 3%  | **  | 3%  | 1%  | 2%  | 5%  | 1%  | 1%  | 3%  | 3%  |     |
| Melvita   | 2%  | 3%  | 1%  | AG    | AG         | 3%  | -    | 2%    | 2%    | 1%  | 2%  | 1%  | 1%  | **  | 1%  | 2%  | 3%  | 5%  | 1%  | 1%  | 3%  | 2%  |     |
| Sanoflore   | 2%  | 2%  | 1%  | AG    | AG         | 1%  | -    | 2%    | 2%    | 2%  | 2%  | 2%  | 1%  | **  | 1%  | 2%  | 2%  | 4%  | 1%  | 0%  | 3%  | 1%  |     |
| Biopha  | 2%  | 3%  | 1%  | AG    | AG         | 1%  | -    | 2%    | 2%    | 1%  | 1%  | 2%  | 1%  | **  | -   | 1%  | 4%  | 2%  | 1%  | 1%  | 2%  | 2%  |     |
| Cattier   | 1%  | 2%  | 1%  | AG    | AG         | 3%  | -    | 2%    | 2%    | -   | 2%  | 2%  | 1%  | **  | 0%  | 2%  | 3%  | 2%  | 1%  | 0%  | 3%  | 1%  |     |
| Acorelle  | 1%  | 2%  | 1%  | AG    | AG         | 0%  | -    | 1%    | 1%    | 1%  | 2%  | 2%  | 0%  | **  | 1%  | 1%  | 1%  | 3%  | 0%  | 0%  | 2%  | 1%  |     |
| SVR   | 1%  | 2%  | 0%  | AG    | AG         | 0%  | -    | 1%    | 1%    | -   | 0%  | 1%  | 1%  | **  | 0%  | 0%  | 2%  | 3%  | 0%  | -   | 1%  | 2%  |     |
| Love Beauty and Planet                            | 1%  | 2%  | 0%  | AG    | AG         | 1%  | -    | 1%    | 1%    | -   | 1%  | 1%  | 0%  | **  | 1%  | 1%  | 1%  | 3%  | 0%  | 1%  | 1%  | -   |     |
| Autre   | 10% | 8%  | 11% | AG    | AG         | 14% | -    | 10%   | 10%   | 10% | 9%  | 9%  | 11% | 27% | 12% | 9%  | 8%  | 8%  | 11% | 8%  | 10% | 16% |     |
| Je ne sais pas                                    | 3%  | 1%  | 4%  | AG    | AG         | 3%  | -    | 2%    | 2%    | 5%  | 2%  | 2%  | 4%  | **  | 3%  | 3%  | 2%  | 1%  | 3%  | 2%  | 2%  | 3%  |     |

| Total | Genre |       | Âge   |       |       |       |     |                   | Région   |            |                   |         |           | CSP   |       |          | Situation professionnelle |             |          |          |       | Statut marital |             |       |
|-------|-------|-------|-------|-------|-------|-------|-----|-------------------|----------|------------|-------------------|---------|-----------|-------|-------|----------|---------------------------|-------------|----------|----------|-------|----------------|-------------|-------|
|       | Homme | Femme | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | Millennials 18-34 | Nord-Est | Nord-Ouest | Region Parisienne | Sud-Est | Sud-Ouest | CSP + | CSP - | Inactifs | Travaille                 | Sans emploi | Etudiant | Retraité | Autre | En couple      | Célibataire | Autre |
|       | A     | B     | C     | D     | E     | F     | G   | H                 | I        | J          | K                 | L       | M         | N     | O     | P        | Q                         | R           | S        | T        | U     | V              | W           | X     |

Quel(s) est/sont votre/vos principal(aux) critère(s) pour l'achat d'un déodorant ? Veuillez classer vos réponses du critère le plus important au moins important. La première position correspondant au critère le plus important et la dernière position au critère le moins important.

4. top1. The TOP 1 (ranked 1st)

|   | Base brute | 861 | 353 | 508 | 57  | 110 | 156 | 154 | 384 | 167 | 228 | 169 | 145 | 215 | 104 | 259 | 287 | 315 | 440 | 74  | 32  | 224 | 91  | 572 | 275 | 14  |
|---|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base: Adultes français qui utilisent un déodorant | 860        | 390 | 470 | 89  | 133 | 148 | 151 | 339 | 222 | 230 | 161 | 155 | 216 | 99  | 291 | 276 | 294 | 446 | 74  | 51  | 199 | 91  | 566 | 279 | 16  |     |
| L'odeur   | 32%        | 37% | 27% | 29% | 34% | 30% | 37% | 30% | 32% | 31% | 33% | 32% | 30% | 33% | 29% | 32% | 34% | 32% | 30% | 22% | 32% | 33% | 30% | 34% | 37% |     |
| La composition                                    | 27%        | 21% | 32% | 24% | 23% | 24% | 23% | 32% | 23% | 26% | 27% | 26% | 28% | 27% | 29% | 24% | 27% | 27% | 27% | 25% | 26% | 30% | 20% | 29% | 23% | 17% |
| Le format (bille / spray)                         | 21%        | 18% | 24% | 22% | 21% | 22% | 27% | 18% | 21% | 25% | 15% | 22% | 21% | 24% | 22% | 22% | 20% | 22% | 18% | 22% | 18% | 28% | 22% | 20% | 15% |     |
| Le prix   | 12%        | 12% | 12% | 18% | 17% | 12% | 8%  | 11% | 17% | 9%  | 14% | 13% | 15% | 10% | 11% | 14% | 11% | 11% | 16% | 23% | 10% | 13% | 10% | 15% | 25% |     |
| La marque   | 7%         | 10% | 5%  | 6%  | 4%  | 9%  | 4%  | 9%  | 5%  | 7%  | 11% | 5%  | 6%  | 6%  | 7%  | 7%  | 8%  | 6%  | 9%  | 4%  | 10% | 5%  | 7%  | 7%  | 6%  |     |
| Le packaging                                      | 1%         | 2%  | 1%  | 2%  | 2%  | 2%  | 2%  | 2%  | 2%  | 2%  | 1%  | 2%  | 1%  | 1%  | 2%  | 1%  | 0%  | 2%  | 2%  | 3%  | -   | -   | 1%  | 2%  | -   |     |

4. top123. The TOP 3 (ranked 1-3)

|   | Base brute | 864 | 353 | 511 | 57  | 111 | 156 | 154 | 386 | 168 | 230 | 170 | 145 | 215 | 104 | 260 | 289 | 315 | 443 | 74  | 32  | 224 | 91  | 573 | 276 | 15 |
|---|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|
| Base: Adultes français qui utilisent un déodorant | 863        | 390 | 473 | 89  | 134 | 148 | 151 | 340 | 223 | 232 | 162 | 155 | 216 | 99  | 291 | 278 | 294 | 448 | 74  | 51  | 199 | 91  | 567 | 280 | 16  |    |
| L'odeur   | 78%        | 79% | 76% | 79% | 78% | 75% | 81% | 77% | 78% | 76% | 72% | 74% | 81% | 87% | 76% | 78% | 79% | 78% | 85% | 73% | 75% | 79% | 78% | 76% | 82% |    |
| Le format (bille / spray)                         | 66%        | 63% | 69% | 58% | 70% | 66% | 69% | 66% | 65% | 70% | 61% | 63% | 71% | 61% | 68% | 65% | 66% | 67% | 67% | 52% | 68% | 64% | 67% | 65% | 70% |    |
| Le prix   | 55%        | 54% | 56% | 60% | 56% | 52% | 54% | 56% | 58% | 50% | 61% | 53% | 56% | 58% | 49% | 58% | 59% | 51% | 63% | 68% | 58% | 55% | 53% | 58% | 69% |    |
| La composition                                    | 52%        | 48% | 55% | 48% | 42% | 55% | 52% | 56% | 44% | 52% | 49% | 58% | 50% | 51% | 57% | 49% | 49% | 55% | 37% | 53% | 54% | 44% | 54% | 49% | 32% |    |
| La marque   | 39%        | 43% | 35% | 39% | 37% | 43% | 31% | 41% | 38% | 40% | 43% | 40% | 35% | 33% | 35% | 39% | 42% | 37% | 36% | 38% | 40% | 46% | 38% | 39% | 35% |    |
| Le packaging                                      | 7%         | 10% | 5%  | 7%  | 12% | 9%  | 10% | 3%  | 10% | 9%  | 7%  | 8%  | 6%  | 4%  | 10% | 8%  | 3%  | 9%  | 8%  | 9%  | 3%  | 6%  | 7%  | 7%  | 9%  |    |

5. Diriez-vous être fidèle à votre marque de déodorant ou changez-vous régulièrement de marque ? Veuillez sélectionner une seule réponse

|   | Base brute | 864 | 353 | 511 | 57  | 111 | 156 | 154 | 386 | 168 | 230 | 170 | 145 | 215 | 104 | 260 | 289 | 315 | 443 | 74  | 32  | 224 | 91  | 573 | 276 | 15 |
|---|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|
| Base: Adultes français qui utilisent un déodorant | 863        | 390 | 473 | 89  | 134 | 148 | 151 | 340 | 223 | 232 | 162 | 155 | 216 | 99  | 291 | 278 | 294 | 448 | 74  | 51  | 199 | 91  | 567 | 280 | 16  |    |
| Je suis fidèle à ma marque de déodorant           | 57%        | 61% | 53% | 53% | 64% | 58% | 59% | 54% | 60% | 56% | 63% | 54% | 57% | 54% | 60% | 61% | 50% | 61% | 53% | 45% | 53% | 52% | 60% | 51% | 39% |    |
| Je change régulièrement de marque                 | 39%        | 34% | 44% | 42% | 34% | 35% | 40% | 43% | 37% | 41% | 32% | 43% | 40% | 42% | 36% | 37% | 45% | 36% | 42% | 48% | 43% | 43% | 37% | 43% | 61% |    |
| Je ne sais pas                                    | 4%         | 5%  | 3%  | 5%  | 2%  | 7%  | 1%  | 4%  | 3%  | 4%  | 5%  | 3%  | 3%  | 5%  | 4%  | 2%  | 5%  | 3%  | 4%  | 7%  | 4%  | 4%  | 3%  | 5%  | -   |    |



| Total | Enfants     |             | Comptes sur réseaux sociaux |         |          |         |       |                  |       | Niveau d'éducation atteint    |                            |                    |       | Zone d'habitation             |   |                  | Réaction cutanée |     | Format de déodorant préféré |         |        |
|-------|-------------|-------------|-----------------------------|---------|----------|---------|-------|------------------|-------|-------------------------------|----------------------------|--------------------|-------|-------------------------------|---|------------------|------------------|-----|-----------------------------|---------|--------|
|       | Avec enfant | Sans enfant | Facebook                    | Twitter | LinkedIn | Google+ | Autre | Net-Utilisateurs | Aucun | Non-titulaire du baccalauréat | Baccalauréat ou équivalent | Etudes supérieures | Autre | Un village ou une zone rurale | Une petite ville ou une ville de taille moyenne | Une grande ville | Oui              | Non | En spray                    | A bille | Solide |
|       | Y           | Z           | AA                          | AB      | AC       | AD      | AE    | AF               | AG    | AH                            | AI                         | AJ                 | AK    | AL                            | AM  | AN               | AO               | AP  | AQ                          | AR      | AS     |

Quelle(s) est/sont votre/vos principal(aux) critère(s) pour l'achat d'un déodorant ? Veuillez classer vos réponses du critère le plus important au moins important. La première position correspondant au critère le plus important et la dernière position au critère le moins important.

4. top1. The TOP 1 (ranked 1st)

|   |     |     |     |     |     |     |      |     |     |     |     |     |     |     |     |     |     |     |     |       |     |     |
|---|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----|-----|
| Base brute  | 861 | 306 | 555 | 648 | 205 | 184 | 1    | 511 | 752 | 98  | 247 | 221 | 384 | 9   | 282 | 362 | 217 | 213 | 648 | 368   | 350 | 104 |
| Base: Adultes français qui utilisent un déodorant | 860 | 308 | 552 | 649 | 229 | 202 | 1    | 525 | 755 | 93  | 229 | 219 | 403 | 9   | 267 | 362 | 231 | 221 | 640 | 370   | 349 | 103 |
| L'odeur   | 32% | 32% | 32% | 32% | 28% | 32% | -    | 31% | 32% | 28% | 32% | 32% | 31% | 32% | 30% | 31% | 26% | 26% | 34% | 41%   | 24% | 20% |
| La composition                                    | 27% | 23% | 29% | 26% | 24% | 28% | 100% | **  | 26% | 26% | 32% | 24% | 28% | 34% | 26% | 30% | 23% | 31% | 25% | AR,AS | 28% | 40% |
| Le format (bille / spray)                         | 21% | 25% | 19% | 22% | 24% | 24% | -    | 23% | 22% | 16% | 14% | 23% | 25% | 10% | 22% | 23% | 18% | 23% | 21% | 18%   | 28% | 19% |
| Le prix   | 12% | 13% | 12% | 11% | 14% | 9%  | -    | 12% | 12% | 15% | 18% | 10% | 9%  | 24% | 14% | 10% | 14% | 9%  | 13% | 15%   | 9%  | 13% |
| La marque   | 7%  | 6%  | 8%  | 7%  | 8%  | 6%  | -    | 8%  | 7%  | 8%  | 10% | 6%  | 6%  | -   | 7%  | 7%  | 8%  | 9%  | 7%  | 5%    | 9%  | 6%  |
| Le packaging                                      | 1%  | 1%  | 1%  | 1%  | 1%  | 2%  | -    | 1%  | 1%  | -   | 2%  | 0%  | 1%  | -   | 2%  | 1%  | 1%  | 2%  | 1%  | 0%    | 2%  | 2%  |

4. top123. The TOP 3 (ranked 1-3)

|   |     |     |     |     |     |     |      |     |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute  | 864 | 307 | 557 | 649 | 205 | 184 | 1    | 512 | 753 | 99  | 248 | 223 | 384 | 9    | 282 | 364 | 218 | 214 | 650 | 369 | 352 | 104 |
| Base: Adultes français qui utilisent un déodorant | 863 | 309 | 554 | 650 | 229 | 202 | 1    | 525 | 756 | 95  | 230 | 221 | 403 | 9    | 267 | 364 | 232 | 222 | 641 | 370 | 351 | 103 |
| L'odeur   | 78% | 79% | 77% | 78% | 81% | 82% | 100% | 79% | 77% | 78% | 75% | 76% | 80% | 100% | 81% | 75% | 77% | 76% | 78% | 85% | 72% | 68% |
| Le format (bille / spray)                         | 66% | 68% | 65% | 65% | 65% | 70% | 100% | 67% | 66% | 70% | 60% | 69% | 68% | 70%  | 69% | 66% | 64% | 66% | 66% | 61% | 75% | 72% |
| Le prix   | 55% | 54% | 56% | 54% | 53% | 47% | -    | 54% | 54% | 65% | 61% | 55% | 52% | 55%  | 58% | 51% | 58% | 46% | 58% | 59% | 51% | 50% |
| La composition                                    | 52% | 51% | 52% | 52% | 51% | 57% | 100% | 53% | 52% | 50% | 45% | 50% | 57% | 45%  | 49% | 55% | 51% | 59% | 49% | 46% | 55% | 64% |
| La marque   | 39% | 38% | 39% | 41% | 40% | 31% | -    | 38% | 39% | 30% | 47% | 40% | 33% | 30%  | 35% | 43% | 36% | 39% | 38% | 41% | 35% | 40% |
| Le packaging                                      | 7%  | 8%  | 7%  | 7%  | 9%  | 10% | -    | 7%  | 7%  | 2%  | 10% | 5%  | 7%  | -    | 6%  | 8%  | 7%  | 10% | 6%  | 6%  | 8%  | 6%  |

5. Diriez-vous être fidèle à votre marque de déodorant ou changez-vous régulièrement de marque ? Veuillez sélectionner une seule réponse

|   |     |     |     |     |     |     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute  | 864 | 307 | 557 | 649 | 205 | 184 | 1    | 512 | 753 | 99  | 248 | 223 | 384 | 9   | 282 | 364 | 218 | 214 | 650 | 369 | 352 | 104 |
| Base: Adultes français qui utilisent un déodorant | 863 | 309 | 554 | 650 | 229 | 202 | 1    | 525 | 756 | 95  | 230 | 221 | 403 | 9   | 267 | 364 | 232 | 222 | 641 | 370 | 351 | 103 |
| Je suis fidèle à ma marque de déodorant           | 57% | 58% | 56% | 57% | 54% | 55% | 100% | 54% | 56% | 61% | 56% | 57% | 56% | 80% | 57% | 60% | 51% | 58% | 57% | 54% | 60% | 69% |
| Je change régulièrement de marque                 | 39% | 39% | 40% | 40% | 42% | 41% | -    | 42% | 41% | 30% | 41% | 40% | 39% | 11% | 37% | 37% | 46% | 40% | 39% | 43% | 38% | 23% |
| Je ne sais pas                                    | 4%  | 4%  | 4%  | 3%  | 4%  | 4%  | -    | 4%  | 3%  | 9%  | 3%  | 3%  | 4%  | 9%  | 6%  | 2%  | 3%  | 2%  | 4%  | 3%  | 2%  | 8%  |

**Déodorant**

L'enquête a été réalisée sur 1002 personnes représentatives de la population nationale française âgée de 18 ans et plus. Le sondage a été effectué en ligne, sur le panel propriétaire YouGov France du 1er au 2 Septembre 2020.



| Total | Genre |       | Âge   |       |       |       |     |                   | Région   |            |                   |         |           | CSP   |       |          | Situation professionnelle |             |          |          |       | Statut marital |             |       |
|-------|-------|-------|-------|-------|-------|-------|-----|-------------------|----------|------------|-------------------|---------|-----------|-------|-------|----------|---------------------------|-------------|----------|----------|-------|----------------|-------------|-------|
|       | Homme | Femme | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | Millennials 18-34 | Nord-Est | Nord-Ouest | Région Parisienne | Sud-Est | Sud-Ouest | CSP + | CSP - | Inactifs | Travaille                 | Sans emploi | Etudiant | Retraité | Autre | En couple      | Célibataire | Autre |
|       | A     | B     | C     | D     | E     | F     | G   | H                 | I        | J          | K                 | L       | M         | N     | O     | P        | Q                         | R           | S        | T        | U     | V              | W           | X     |

6. Pour quelle(s) raison(s) changez-vous régulièrement de marque de déodorant ? Veuillez sélectionner toutes les réponses qui s'appliquent

|  | Base brute | A   | B   | C   | D   | E   | F   | G   | H   | I   | J   | K   | L   | M   | N   | O   | P   | Q   | R   | S   | T   | U   | V   | W   | X   |
|--|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute   | 346        | 124 | 222 | 25  | 38  | 54  | 63  | 166 | 63  | 96  | 54  | 64  | 88  | 44  | 98  | 106 | 142 | 160 | 32  | 17  | 97  | 40  | 213 | 124 | 9   |
| Base: Adultes français qui changent régulièrement de marque de déodorant | 341        | 134 | 206 | 37  | 45  | 52  | 61  | 146 | 83  | 94  | 52  | 67  | 87  | 41  | 106 | 103 | 132 | 160 | 31  | 24  | 86  | 40  | 210 | 121 | 10  |
| J'aime alterner les parfums de déodorant                                 | 47%        | 50% | 45% | 56% | 43% | 29% | 47% | 52% | 49% | 50% | 49% | 39% | 46% | 53% | 42% | 44% | 53% | 39% | 72% | 49% | 50% | 53% | 49% | 45% | 40% |
| J'aime tester les nouveautés   | 41%        | 40% | 43% | 27% | 49% | 59% | 48% | 34% | 39% | 38% | 44% | 39% | 42% | 49% | 40% | 53% | 33% | 53% | 34% | 18% | 32% | 35% | 45% | 35% | 33% |
| Je ne trouve pas de déodorant qui me convienne pleinement                | 18%        | 16% | 20% | 27% | 20% | 15% | 11% | 19% | 23% | 18% | 15% | 22% | 20% | 10% | 16% | 18% | 19% | 16% | 12% | 32% | 21% | 17% | 14% | 26% | 10% |
| Autre  | 8%         | 6%  | 9%  | 8%  | 11% | 5%  | 10% | 6%  | 10% | 6%  | 11% | 11% | 7%  | 3%  | 11% | 8%  | 5%  | 8%  | 7%  | 7%  | 7%  | 8%  | 9%  | 6%  | 10% |
| Je ne sais pas   | 3%         | 6%  | 2%  | 2%  | 3%  | 6%  | 1%  | 4%  | 2%  | 5%  | 2%  | 4%  | 3%  | 2%  | 3%  | 3%  | 4%  | 2%  | 3%  | 2%  | 5%  | 7%  | 2%  | 4%  | 16% |

7. L'application d'un déodorant sur votre peau a-t-il déjà provoqué une réaction cutanée ? (de type démangeaisons, rougeurs, gonflement...) Veuillez sélectionner une seule réponse

|                        | Base brute | A   | B   | C   | D   | E   | F   | G   | H   | I   | J   | K   | L   | M   | N   | O   | P   | Q   | R   | S   | T   | U   | V   | W   | X   |
|------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute             | 1002       | 434 | 568 | 65  | 122 | 165 | 171 | 479 | 187 | 257 | 199 | 174 | 251 | 121 | 301 | 313 | 388 | 488 | 79  | 37  | 288 | 110 | 659 | 322 | 21  |
| Base: Adultes français | 1002       | 477 | 525 | 102 | 147 | 157 | 169 | 426 | 250 | 259 | 189 | 185 | 254 | 115 | 337 | 302 | 364 | 496 | 79  | 58  | 258 | 111 | 653 | 326 | 24  |
| Oui                    | 26%        | 22% | 29% | 39% | 31% | 24% | 20% | 34% | 26% | 26% | 25% | 27% | 26% | 28% | 27% | 23% | 28% | 28% | 26% | 35% | 19% | 28% | 26% | 25% | 38% |
| Non                    | 74%        | 78% | 71% | 61% | 69% | 68% | 76% | 66% | 74% | 74% | 75% | 73% | 74% | 72% | 73% | 77% | 72% | 72% | 74% | 65% | 81% | 72% | 74% | 75% | 62% |

8. Avez-vous déjà acheté un déodorant solide ? Veuillez sélectionner une seule réponse.

|                        | Base brute | A   | B   | C   | D   | E   | F   | G   | H   | I   | J   | K   | L   | M   | N   | O   | P   | Q   | R   | S   | T   | U   | V   | W   | X   |
|------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute             | 1002       | 434 | 568 | 65  | 122 | 165 | 171 | 479 | 187 | 257 | 199 | 174 | 251 | 121 | 301 | 313 | 388 | 488 | 79  | 37  | 288 | 110 | 659 | 322 | 21  |
| Base: Adultes français | 1002       | 477 | 525 | 102 | 147 | 157 | 169 | 426 | 250 | 259 | 189 | 185 | 254 | 115 | 337 | 302 | 364 | 496 | 79  | 58  | 258 | 111 | 653 | 326 | 24  |
| Oui                    | 46%        | 45% | 47% | 46% | 39% | 43% | 54% | 46% | 42% | 50% | 44% | 42% | 45% | 49% | 49% | 45% | 44% | 48% | 43% | 49% | 45% | 39% | 47% | 45% | 44% |
| Non                    | 54%        | 55% | 53% | 54% | 61% | 57% | 46% | 54% | 58% | 50% | 56% | 58% | 56% | 51% | 51% | 55% | 56% | 52% | 57% | 51% | 55% | 61% | 53% | 55% | 56% |

9. Pour quelle(s) raison(s) n'avez-vous jamais acheté de déodorant solide ? Veuillez sélectionner toutes les réponses qui s'appliquent.

|  | Base brute | A   | B   | C   | D   | E   | F   | G   | H   | I   | J   | K   | L   | M   | N   | O   | P   | Q   | R   | S   | T   | U   | V   | W   | X   |
|--|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute   | 539        | 237 | 302 | 35  | 74  | 94  | 79  | 257 | 109 | 127 | 112 | 100 | 138 | 62  | 152 | 173 | 214 | 253 | 44  | 19  | 157 | 66  | 348 | 178 | 13  |
| Base: Adultes français qui n'ont jamais acheté de déodorant solide | 541        | 260 | 281 | 55  | 90  | 89  | 77  | 230 | 145 | 130 | 105 | 107 | 141 | 58  | 171 | 167 | 203 | 257 | 45  | 30  | 142 | 67  | 348 | 180 | 13  |
| Je n'en ai jamais eu l'occasion                                    | 38%        | 35% | 41% | 29% | 46% | 47% | 48% | 30% | 39% | 39% | 38% | 43% | 31% | 42% | 41% | 43% | 31% | 45% | 34% | 31% | 31% | 29% | 40% | 34% | 38% |
| Je ne savais pas que cela existait                                 | 29%        | 30% | 28% | 38% | 26% | 25% | 35% | 27% | 31% | 32% | 25% | 30% | 31% | 20% | 29% | 28% | 30% | 30% | 21% | 26% | 29% | 31% | 29% | 29% | 27% |
| L'offre de déodorant solide ne me convient pas                     | 12%        | 14% | 10% | 14% | 13% | 13% | 6%  | 13% | 13% | 10% | 13% | 12% | 16% | 5%  | 13% | 14% | 11% | 13% | 14% | 17% | 10% | 11% | 15% | 8%  | 7%  |
| Le prix est trop élevé   | 6%         | 5%  | 6%  | 3%  | 15% | 4%  | 4%  | 4%  | 10% | 6%  | 3%  | 9%  | 6%  | 4%  | 5%  | 7%  | 5%  | 7%  | 2%  | 5%  | 5%  | 4%  | 5%  | 7%  | 11% |
| Il n'y en a pas à la vente dans mon supermarché                    | 9%         | 5%  | 12% | 11% | 8%  | 5%  | 8%  | 10% | 9%  | 12% | 7%  | 9%  | 8%  | 8%  | 14% | 5%  | 8%  | 8%  | 4%  | 21% | 9%  | 11% | 8%  | 12% | 2%  |
| Autre  | 6%         | 6%  | 6%  | 3%  | 5%  | 3%  | 7%  | 7%  | 4%  | 5%  | 6%  | 5%  | 7%  | 7%  | 7%  | 3%  | 7%  | 5%  | 7%  | 4%  | 8%  | 6%  | 5%  | 6%  | 8%  |
| Je ne sais pas   | 15%        | 19% | 12% | 16% | 12% | 12% | 19% | 14% | 14% | 14% | 22% | 13% | 12% | 17% | 11% | 13% | 20% | 9%  | 24% | 18% | 22% | 19% | 13% | 18% | 27% |

Contenu cellule (Pourcentage de colonne, Résultats test statistique), Statistiques (Proportions de colonne, (95%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P, Q/R/S/T/U, V/W/X, Y/Z, AA/AB/AC/AD/AE/AF/AG, AH/AI/AJ/AK, AL/AM/AN, AO/AP, AQ/AR/AS, Base minimum: 30 (\*\*), Petite base: 100 (\*\*))

▲ indique que le résultat est significativement supérieur au résultat de la colonne Total

▼ indique que le résultat est significativement inférieur au résultat de la colonne Total

Déodorant

L'enquête a été réalisée sur 1002 personnes représentatives de la population nationale française âgée de 18 ans et plus. Le sondage a été effectué en ligne, sur le panel propriétaire YouGov France du 1er au 2 Septembre 2020.



| Total | Enfants     |             | Comptes sur réseaux sociaux |         |          |         |       |                   |       | Niveau d'éducation atteint    |                            |                    |       | Zone d'habitation             |   |                  | Réaction cutanée |     | Format de déodorant préféré |         |        |
|-------|-------------|-------------|-----------------------------|---------|----------|---------|-------|-------------------|-------|-------------------------------|----------------------------|--------------------|-------|-------------------------------|---|------------------|------------------|-----|-----------------------------|---------|--------|
|       | Avec enfant | Sans enfant | Facebook                    | Twitter | LinkedIn | Google+ | Autre | Net: Utilisateurs | Aucun | Non-titulaire du baccalauréat | Baccalauréat ou équivalent | Etudes supérieures | Autre | Un village ou une zone rurale | Une petite ville ou une ville de taille moyenne | Une grande ville | Oui              | Non | En spray                    | A bille | Solide |
|       | Y           | Z           | AA                          | AB      | AC       | AD      | AE    | AF                | AG    | AH                            | AI                         | AJ                 | AK    | AL                            | AM  | AN               | AO               | AP  | AQ                          | AR      | AS     |

6. Pour quelle(s) raison(s) changez-vous régulièrement de marque de déodorant ? Veuillez sélectionner toutes les réponses qui s'appliquent

|  |     |            |     |     |     |     |   |     |     |     |     |     |     |      |     |     |     |     |     |     |     |    |
|--|-----|------------|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|----|
| Base brute   | 346 | 118        | 228 | 263 | 88  | 79  | - | 221 | 312 | 29  | 100 | 91  | 154 | 1    | 106 | 137 | 103 | 87  | 259 | 163 | 134 | 24 |
| Base: Adultes français qui changent régulièrement de marque de déodorant | 341 | 120        | 221 | 258 | 95  | 83  | - | 222 | 308 | 28  | 93  | 88  | 159 | 1    | 98  | 136 | 107 | 90  | 251 | 159 | 133 | 24 |
| J'aime alterner les parfums de déodorant                                 | 47% | 37%        | 52% | 47% | 46% | 55% | - | 43% | 48% | 36% | 48% | 53% | 44% | 47%  | 50% | 44% | 44% | 48% | 53% | 40% | 35% |    |
| J'aime tester les nouveautés   | 41% | 52%<br>▲ Z | 36% | 43% | 39% | 43% | - | 45% | 43% | 25% | 32% | 48% | 43% | 45%  | 42% | 37% | 36% | 43% | 38% | 47% | 50% |    |
| Je ne trouve pas de déodorant qui me convienne pleinement                | 18% | 17%        | 19% | 18% | 18% | 18% | - | 20% | 17% | 30% | 24% | 12% | 18% | 13%  | 18% | 23% | 22% | 17% | 15% | 21% | 19% |    |
| Autre  | 8%  | 7%         | 8%  | 8%  | 13% | 5%  | - | 9%  | 8%  | 6%  | 7%  | 6%  | 8%  | 100% | 13% | 5%  | 7%  | 9%  | 10% | 8%  | -   |    |
| Je ne sais pas   | 3%  | 3%         | 3%  | 3%  | 2%  | 2%  | - | 3%  | 3%  | 7%  | 1%  | 1%  | 6%  | 4%   | 2%  | 4%  | 5%  | 3%  | 2%  | 3%  | 10% |    |

7. L'application d'un déodorant sur votre peau a-t-il déjà provoqué une réaction cutanée ? (de type démangeaisons, rougeurs, gonflement...) Veuillez sélectionner une seule réponse

|                        |      |     |     |     |     |     |   |     |     |     |     |     |     |     |     |     |     |      |      |     |     |     |
|------------------------|------|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|
| Base brute             | 1002 | 328 | 674 | 755 | 232 | 222 | 1 | 582 | 870 | 118 | 290 | 255 | 442 | 15  | 327 | 424 | 251 | 253  | 749  | 369 | 352 | 104 |
| Base: Adultes français | 1002 | 332 | 670 | 755 | 257 | 241 | 1 | 594 | 873 | 115 | 271 | 253 | 461 | 17  | 310 | 426 | 266 | 261  | 741  | 370 | 351 | 103 |
| Oui                    | 26%  | 30% | 24% | 26% | 29% | 27% | - | 30% | 27% | 15% | 25% | 28% | 25% | 41% | 24% | 26% | 27% | 100% | -    | 24% | 27% | 30% |
| Non                    | 74%  | 70% | 76% | 74% | 71% | 73% | - | 70% | 73% | 85% | 75% | 72% | 75% | 59% | 76% | 74% | 73% | -    | 100% | 76% | 73% | 70% |

8. Avez-vous déjà acheté un déodorant solide ? Veuillez sélectionner une seule réponse.

|                        |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute             | 1002 | 328 | 674 | 755 | 232 | 222 | 1    | 582 | 870 | 118 | 290 | 255 | 442 | 15  | 327 | 424 | 251 | 253 | 749 | 369 | 352 | 104 |
| Base: Adultes français | 1002 | 332 | 670 | 755 | 257 | 241 | 1    | 594 | 873 | 115 | 271 | 253 | 461 | 17  | 310 | 426 | 266 | 261 | 741 | 370 | 351 | 103 |
| Oui                    | 46%  | 47% | 46% | 46% | 51% | 50% | 100% | 50% | 48% | 34% | 38% | 47% | 50% | 46% | 46% | 46% | 46% | 56% | 43% | 41% | 43% | 88% |
| Non                    | 54%  | 53% | 54% | 54% | 49% | 50% | -    | 50% | 52% | 66% | 62% | 53% | 50% | 54% | 54% | 54% | 54% | 44% | 57% | 59% | 57% | 12% |

9. Pour quelle(s) raison(s) n'avez-vous jamais acheté de déodorant solide ? Veuillez sélectionner toutes les réponses qui s'appliquent.

|  |     |     |     |     |     |     |   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base brute   | 539 | 174 | 365 | 402 | 115 | 109 | - | 292 | 452 | 77  | 178 | 135 | 218 | 8   | 176 | 229 | 134 | 113 | 426 | 218 | 202 | 12  |
| Base: Adultes français qui n'ont jamais acheté de déodorant solide | 541 | 176 | 365 | 406 | 127 | 120 | - | 300 | 454 | 77  | 168 | 135 | 229 | 9   | 168 | 231 | 142 | 116 | 425 | 219 | 201 | 13  |
| Je n'en ai jamais eu l'occasion                                    | 38% | 42% | 36% | 37% | 39% | 42% | - | 38% | 37% | 43% | 35% | 38% | 40% | 13% | 38% | 41% | 32% | 39% | 37% | 42% | 40% | 16% |
| Je ne savais pas que cela existait                                 | 29% | 31% | 28% | 29% | 22% | 28% | - | 32% | 29% | 26% | 26% | 26% | 33% | 24% | 25% | 28% | 34% | 34% | 27% | 29% | 33% | 25% |
| L'offre de déodorant solide ne me convient pas                     | 12% | 12% | 12% | 12% | 10% | 11% | - | 12% | 12% | 13% | 13% | 10% | 13% | 10% | 12% | 9%  | 17% | 15% | 11% | 12% | 14% | 12% |
| Le prix est trop élevé   | 6%  | 4%  | 6%  | 6%  | 6%  | 2%  | - | 6%  | 6%  | 1%  | 7%  | 5%  | 5%  | -   | 4%  | 6%  | 7%  | 8%  | 5%  | 6%  | 6%  | 6%  |
| Il n'y en a pas à la vente dans mon supermarché                    | 9%  | 8%  | 10% | 9%  | 13% | 10% | - | 8%  | 9%  | 7%  | 9%  | 5%  | 12% | -   | 10% | 10% | 7%  | 12% | 8%  | 9%  | 11% | 13% |
| Autre  | 6%  | 3%  | 7%  | 7%  | 9%  | 9%  | - | 6%  | 6%  | 4%  | 3%  | 6%  | 8%  | 11% | 6%  | 5%  | 7%  | 8%  | 5%  | 4%  | 1%  | 10% |
| Je ne sais pas   | 15% | 14% | 16% | 15% | 16% | 13% | - | 12% | 15% | 18% | 21% | 17% | 9%  | 42% | 20% | 13% | 13% | 5%  | 18% | 12% | 12% | 24% |

Contenu cellule  
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