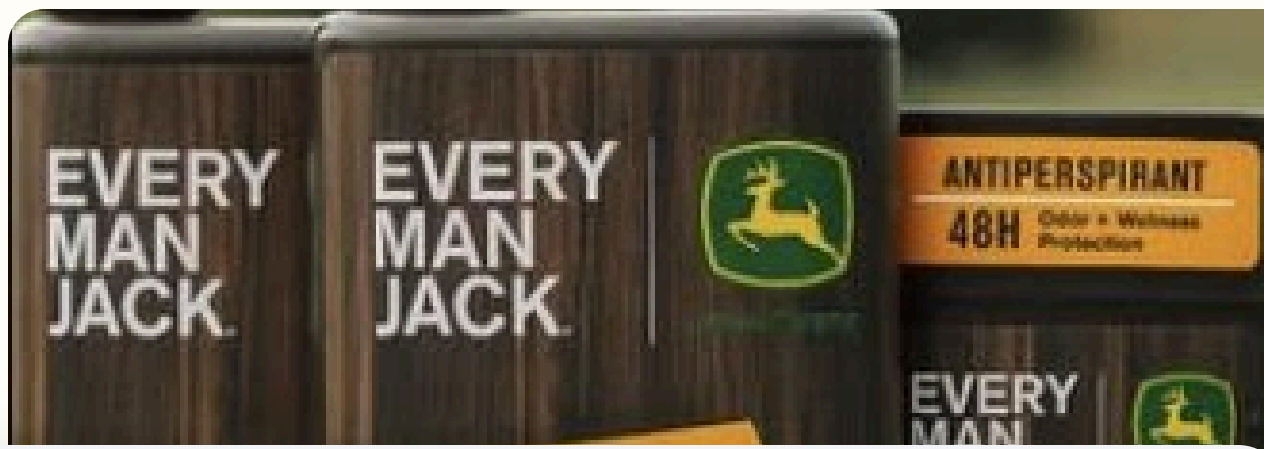




Shopperoo

The Brands Winning Shoppers — Before Your POS Can See It

Whole Body Deodorant • H2 2026

A monthly read.



Your POS can't see the brands you don't stock — and it's months late on the ones you do. Yet your brand bets are committed months ahead.

THE BRANDS YOU DON'T STOCK

Shoppers may already trust a brand you don't carry — your POS will never tell you.

THE BRANDS YOU DO STOCK

Trust can drain from a brand while it still sells fine — your POS tells you after you've already committed the next buy.

Syndicated panels (Nielsen, Circana) see every retailer's sales — but sales record only the final step, months after shoppers made up their minds

A shopper buys in steps: hear of a brand, trust it, buy it.

POS sees only the last step. We read the first two — months earlier.



The more a product costs and must last, the more shoppers buy on know and trust — and where buying lead times run long, the early read matters most.

Before they buy, shoppers ask questions and compare brands in public — on Reddit, Instagram, TikTok, and in reviews. That makes social media a billion-strong shopper panel. We read all of it.

We read millions of customer comments and reviews over the past 6 months.



@mycarpe

Instagram

You asked. We stocked the shelves. Carpe is now available at @target nationwide! 🎉

💬 322 comments

@nikkilovesconfetti I bought my first @mycarpe deo in coconut vanilla and consider me obsessed! 🙌

@genesis_nd_mia It does work keeps you from sweating and smells great but leaves marks on clothing... leaves a white powdery residue

@tj_1023 Really like the Ocean Storm scent! Will prob be a good switch from Mando

@casiopea_ Bought it. Actually works great. Menopause approved 😊

@coachkellyscott Any advice for those transitioning from all natural (Lume) to Carpe?

Whole body deodorant is a third of all deodorant talk and growing 13% QoQ — nearly half its buyers add it on top of their old deodorant.

Feb–Jul 2026, across Instagram, Reddit, TikTok and retailer reviews.

A third of the category — and gaining share every quarter

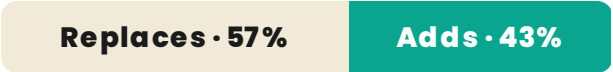
Share of deodorant conversation



+13% QoQ share growth
28.2% (Q1) → 32.0% (Q2)

Half substitution, half new market

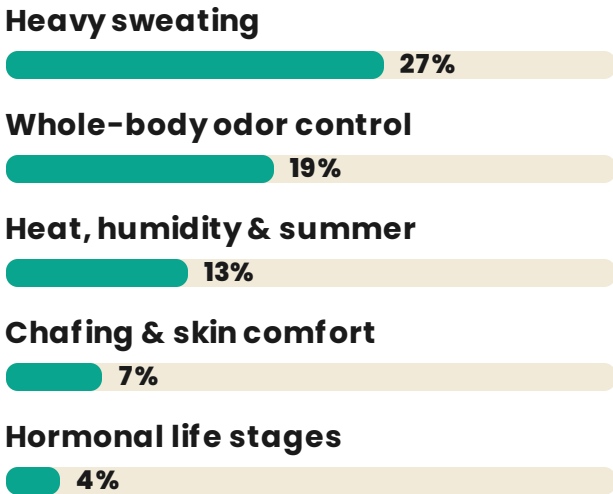
How buyers say WBD fits their routine



43% of stated purchases are incremental — a second product in the routine, not a swap. WBD is growing the deodorant wallet, not just re-dividing it. The use zone confirms it: "everywhere" is the most-named application zone, ahead of underarms.

The top 5 jobs shoppers hire it for

Share of stated purchase reasons



Step 1: Awareness. The 16 brands with the most voiceshare — and only one major is still gaining.

Voiceshare = a brand's share of the brand-naming comments we read across Instagram, Reddit and TikTok. Shoppers talk about a brand before they buy it — so voiceshare moves before market share. Dove includes Dove Men+Care.

BRAND			VOICESHARE			QOQ		
1	Dove	41.8%	▲	9	Carpe	1.6%	—	
2	Lume	12.1%	▼	10	Old Spice	1.6%	▼	
3	imfresh	11.8%	▲	11	Camou	1.5%	▲	
4	Native	4.7%	▼	12	Degree	0.9%	▼	
5	Secret	4.1%	▼	13	Mando	0.9%	▼	
6	SkinAura	2.9%	▲	14	Rexona	0.9%	▲	
7	Dr. Squatch	1.9%	▼	15	Aleva Naturals	0.8%	▼	
8	Sure	1.7%	▲	16	Perspi-Guard	0.5%	▲	

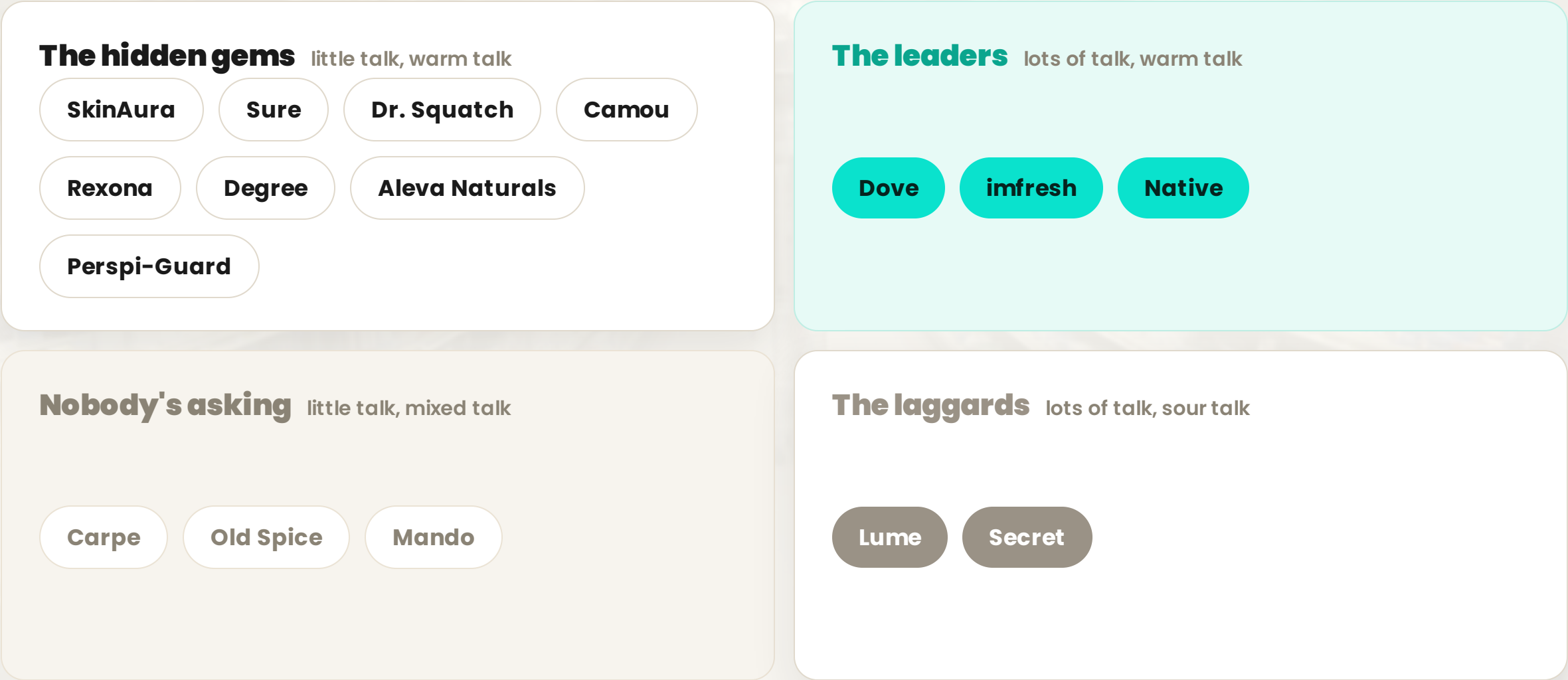
Step 2: Trust. The same 16, re-ranked by sentiment — young challengers on top, the category creator near the bottom.

Sentiment = of everything shoppers say about a brand, the share that is praise — pooled across Instagram, Reddit, TikTok and organic retailer reviews.

BRAND			SENTIMENT	QOQ	BRAND			SENTIMENT	QOQ
1	SkinAura		100%	▲	9	Dove		79%	—
2	Camou		100%	▲	10	Native		72%	▼
3	Aleva Naturals		100%	—	11	Degree		70%	▲
4	Perspi-Guard		100%	▲	12	Carpe		64%	▲
5	Dr. Squatch		98%	—	13	Old Spice		62%	▼
6	imfresh		87%	▲	14	Secret		59%	▲
7	Sure		83%	▲	15	Lume		47%	▲
8	Rexona		82%	▲	16	Mando		46%	▲

Now put the two together: how much shoppers talk about each brand, and how warmly.

These moves are slow and durable — trust takes years to build and erode — so they're safe to place long-lead bets on.



Placement = today's level: lots of talk ≥ 4% voiceshare; warm ≥ 65% praise. Dove includes Dove Men+Care.

Why the leaders lead, why the laggards lag, and why the hidden gems shine.

Why the leaders lead

Dove

Scent leads the praise, protection and skin feel follow — and sprayer failures, the category's #1 complaint, are just 9% of Dove's complaints vs 19% of Lume's.

imfresh

Sold as a "perfume killer": a deo cream with designer-grade fragrance (Honey Oudh) that replaces perfume, not just deodorant. That scent-first pitch is what has commenters asking for the buy link before trial.

Native

Still a top-5 voice, but sentiment is falling fastest among the majors — led by the same sprayer failures that drag the specialists.

Why the laggards lag

Lume

The function is loved — more efficacy praise than any brand here. Everything around it isn't: 26% of complaints are the smell (even on "Unscented"), 19% clogged or leaking sprayers, 18% size-for-the-money.

Secret

One aging sprayer drives 32% of all Secret complaints; scent and efficacy carry the praise. Retire the nozzle and the brand re-rates.

Why the hidden gems shine

SkinAura

Not one complaint on record — a TikTok-native newcomer reaching an audience the majors don't.

Sure

Its praise concentrates on one product: the unscented stick — the sensitive-skin answer nobody else owns.

Dr. Squatch

The praise is scent-led — "smells great" is the refrain — backed by aluminum-free positioning and family loyalty ("my son loves this brand").

Inside the leaders: which products carry the trust — above the line — and which drain it, below.

Voiceshare = the line's share of the brand's organic reviews across Amazon, Walmart and Target. Sentiment = praise share. Above the dashed line: what shoppers love. Below: what carries the complaints.

Dove		
PRODUCT LINE · SCENT	VOICE	SENT.
Men+Care Spray · Vanilla & Cocoa	7%	92%
WB Spray · Berry Blush	9%	84%
Men+Care Spray · Bamboo & Aloe	4%	84%
WB Spray · Morning Dew	7%	80%
WB Spray · Peach Glow	9%	79%
Anti-Chafe · Coconut Vanilla	5%	76%
WB Spray · Lavender Bloom	8%	75%
WB Spray · Coconut Vanilla	22%	73%
Men+Care Spray · Cedar & Shea	7%	72%

WB Cream · Raspberry & Rose	6%	55%
WB Cream · Coconut Vanilla	10%	39%

Native		
PRODUCT LINE · SCENT	VOICE	SENT.
WB Solid · Vanilla & Raspberry	10%	76%
WB Spray · Vanilla & Raspberry	14%	72%

WB Spray · Sandalwood & Shea	77%	57%
Three-quarters of Native’s shelf voice sits below the line: the Sandalwood & Shea spray at 57%, dragged by the same sprayer failures. The Vanilla & Raspberry pair above the line is where the brand actually earns its 72%.		

imfresh		
One product carries the brand: the Whole Body Deo Cream (Honey Oudh) — 87% sentiment in social talk.		
Sold direct, not at the three retailers we read — no retailer-review split exists yet. The brand to watch at the shelf the day it lands one.		

Three moves: add the hidden gems, deepen the leaders, trim the laggards — and the leaders' weak spots.

ADD

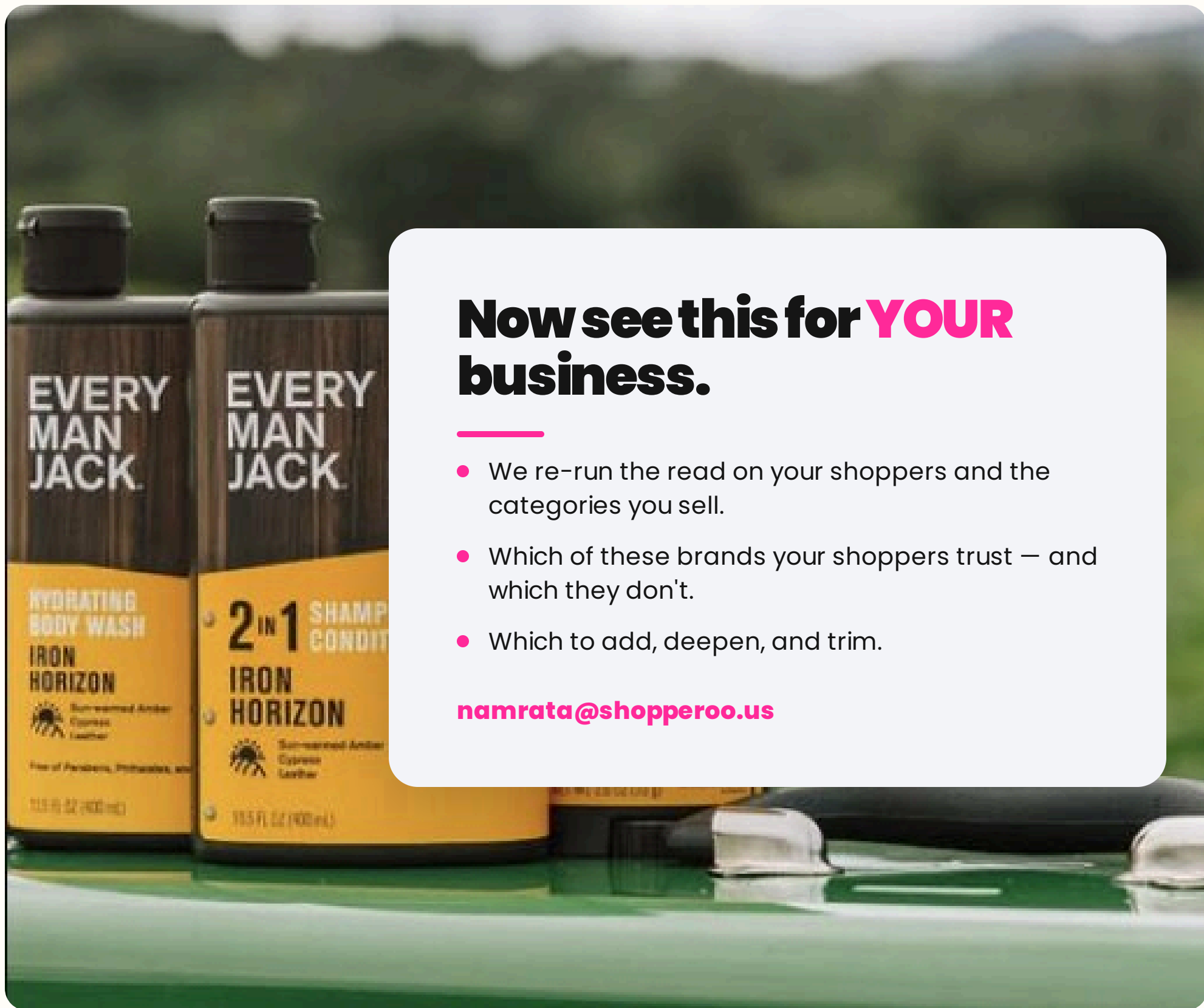
The hidden gems — SkinAura, Sure and Dr. Squatch carry near-perfect word of mouth on audiences the majors don't reach. Add them before your rivals find them.

DEEPEN

The leaders — deepen Dove's sprays: Men+Care and the new scent tier, not the creams. At Native, only the Vanilla & Raspberry pair earns depth.

TRIM

The laggards — and the leaders' weak spots. Trim Lume's sprays (keep Sweat Control), retire Secret's old sprayer. Inside the leaders: Dove's whole-body creams and Native's Sandalwood spray earn the same trim.



Now see this for **YOUR** business.

- We re-run the read on your shoppers and the categories you sell.
- Which of these brands your shoppers trust — and which they don't.
- Which to add, deepen, and trim.

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Want proof **first?**

Name a brand that rose or fell in your POS. We'll show you the move on social, months earlier.

One email. Free.

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