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Further to your request for data, Kantar Worldpanel can confirm that:

Lynx Africa is the #1 Fragrance across the Male Body Spray and Anti-Perspirant Market from a user perspective since 2018 in GB*

Lynx Africa is the #1 Fragrance across the Male Shower Market from a user perspective since 2018 in GB**

*Source: Kantar Usage: % share of total deodorant weekly usage occasions: 12me June 2018-2022: Total Males

**Source: Kantar Usage: % share of weekly shower product usage occasions: 12me June 2018-2022: Total Males

We are happy for you to make this claim, provided the disclaimer clearly states the full data source as outlined in this letter: Source: *Kantar Usage, GB Male Deodorant & GB Male Shower % Weekly Occasions, June 2018-2022*

Kantar Worldpanel Usage is a syndicated service which has been continuous since October 2007 with data being collected every quarter. The methodology consists of an online characteristic's questionnaire and weekly diary. Usage measures are based on weekly activity to understand the typical personal care routine based a demographically representative panel of 10,000 diary entries across one calendar year.

Kantar Usage collects the number of males who use Deodorant & Body Spray and Shower Products during the week and the brand used. This is not a scanned barcode but the panellist's perception of which brand or variant they are using.

Kantar will only support data that is published in the context we have presented it and our own interpretation of these findings. Our commentary is based upon our own data and information in the public domain. We cannot be held responsible for any other interpretation of these findings.

If you have any further queries, please do not hesitate to contact us via telephone or email.

Yours sincerely,

Rebecca Jamison
Client Manager

