

Deodorants in Indonesia

Market Direction | 2023-04-25 | 21 pages | Euromonitor

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Report description:

The positive overall performance of the category towards the end of the review period was underpinned by the gradual resumption of out-of-home activities as the threat of Coronavirus (COVID-19) and related restrictions eased. Deodorants is considered as a category that develops and grows or ebbs in line with the intensity of the population's activities. As lockdowns and other COVID-19 restrictions were relaxed, consumers started to return to the office, schools/universities and fitness and social...

Euromonitor International's Deodorants in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Deodorants market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DEODORANTS IN INDONESIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

The category performance is in line with the intensity of the population's activities

New variants and formats to address concerns over regular deodorants

Wide product and distribution coverage and high consumer trust support Rexona's leadership

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Healthy outlook as consumers lead active lifestyles and awareness of personal care rises

Rising demand for natural ingredients and safer options

The cream and wipes formats are set to continue to emerge

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