

Deodorants in Malaysia

Market Direction | 2023-04-25 | 22 pages | Euromonitor

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Report description:

Deodorant sprays was the most dynamic category in deodorants in current value terms in 2022 with this format increasingly becoming the preferred option of a growing number of Malaysians. Many brands of deodorant sprays have been repositioning their products as body sprays, presenting them as a more affordable alternative to fragrances. The market saw a constant stream of new launches in this mould in 2022. For example, fashion brands like David Beckham were launched in a variety of scents, inclu...

Euromonitor International's Deodorants in Malaysia 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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Serum-type deodorants see strong demand from consumers thanks to effective results

Deodorants with innovative format made from natural ingredients gaining popularity

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