

Deodorants in Taiwan

Market Direction | 2023-06-06 | 21 pages | Euromonitor

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Report description:

The pandemic continued to impact overall beauty and personal care in 2022, with shifts in consumer preference according to the lifestyle changes seen over the course of the year. For instance, in the second half of 2022, as society gradually returned to normal and large-scale events, social gatherings, and outdoor activities became more common, there was a strong focus on products such as sun protection, deodorant, and dry shampoo, which peaked in demand during the summer months. Summers in Taiw...

Euromonitor International's Deodorants in Taiwan 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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The rise of natural and eco-friendly deodorants

Wide range of brands and prices in deodorants

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New ingredients will support the use of deodorants and consumers' health

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