

Deodorants in the Philippines

Market Direction | 2023-07-28 | 21 pages | Euromonitor

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Report description:

Deodorants saw strong growth in current value and retail volume terms in 2022 as COVID-19 related restrictions were eased and consumers returned to face-to-face social contact in the workplace and in leisure scenarios, while many people returned to sport and fitness activities. During the periods of most severe restrictions when consumers were largely confined to their homes demand for deodorants dropped but with COVID-19 fears subsiding in 2022 consumer confidence started to return and with it...

Euromonitor International's Deodorants in Philippines 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 THE PHILIPPINES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Deodorants thriving as consumers become more active again while demand focuses on skin whitening properties

Local and international brands are present with deodorants still full of potential

Deodorant powders present new options for consumers some of whom are looking to avoid products featuring potassium alum

PROSPECTS AND OPPORTUNITIES

Brands are focusing on an ingredient-led positioning for new product developments in the forecast period.

Deodorant sprays is the category to look out for thanks to dual-purpose usage

More education is needed to promote the benefits of deodorant sprays while e-commerce set to win further share

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SOURCES

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Summary 1 Research Sources

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