

Deodorants in the Philippines

Market Direction | 2024-04-18 | 20 pages | Euromonitor

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Report description:

Deodorants in the Philippines saw strong growth in current value terms in 2022 as consumers returned to their busy pre-pandemic lifestyles, including increased levels of socialisation and sports and fitness activities. Dry deodorant serums gained greater attention, due to their ability to dry easily and offer additional properties that claimed to reduce darker patches of skin. Many leading brands, such as Dove and Vaseline also offered deodorant serums with whitening claims, thanks to the inclus...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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