

Deodorants in Taiwan

Market Direction | 2024-04-23 | 21 pages | Euromonitor

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Report description:

In 2023, deodorants in Taiwan recorded positive retail value growth as retail volume improved in all product areas. Summers in Taiwan are generally hot and humid, and deodorant is, therefore, a popular personal care product, with a variety of options available in the market. Consumers in Taiwan are becoming increasingly aware of the importance of personal hygiene and seek deodorants that provide long-lasting protection against sweat and odours. Deodorant sprays remained the most popular in 2023,...

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 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.

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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Euromonitor International
April 2024

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Consumers demand convenient products, with small pack sizes becoming popular

The rise of natural and eco-friendly options in deodorants

Nivea leads, offering a trusted brand portfolio that is widely available

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Deodorant sticks are to become an increasingly popular format

Product innovation focuses on effectiveness and scent to drive growth

Natural, plant-based and safe ingredients are widely embraced

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