

Deodorants in Malaysia

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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Report description:

Deodorant sprays posted the most dynamic growth within deodorants in Malaysia in 2023, rising fastest in both volume and current value terms as the format gained greater appeal among local consumers. 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 towards the end of the review period - for example, fashion brands like David Beckham...

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 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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Spray format leads growth, followed by roll-ons in 2023

Serums gain ground as players focus on skin-brightening

Natural trend informs innovation, and perfumed variants expand

PROSPECTS AND OPPORTUNITIES

Roll-ons and sprays will see greatest activity, while pack sizes continue to shrink

Discounts and promotions anticipated to remain crucial sales-drivers

Hybrid products will become more prevalent, offering skin care benefits

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