

## **Deodorants in Pakistan**

Market Direction | 2024-04-30 | 19 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Deodorant sprays continued to account for the majority of value sales, as sprays are readily available in stores throughout the country and it is easy to find different brands with various characteristics, odours, and unit prices. This trend reflects consumers' preference for convenient and easy-to-use deodorant formats. The affordability and accessibility of sprays contribute to their popularity among Pakistani consumers, shaping purchasing patterns within the category. Deodorant sticks registe...

Euromonitor International's Deodorants in Pakistan 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Deodorants in Pakistan  
Euromonitor International  
April 2024

### List Of Contents And Tables

#### DEODORANTS IN PAKISTAN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Deodorants sprays the most popular format

With a wide range of popular brands, Unilever maintains dominance in deodorants

Rise of local brand Bold

##### PROSPECTS AND OPPORTUNITIES

Expansion of product awareness and leveraging celebrity endorsements

Potential for growth in premium deodorants with natural positioning

Innovation in product formats

##### CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2018-2023

Table 2 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Deodorants: % Value 2019-2023

Table 5 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 7 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

#### BEAUTY AND PERSONAL CARE IN PAKISTAN

##### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

##### MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



## Deodorants in Pakistan

Market Direction | 2024-04-30 | 19 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com