

Deodorants in Indonesia

Market Direction | 2024-04-30 | 21 pages | Euromonitor

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Report description:

The market for deodorants in Indonesia saw a decline in current value terms in 2023, in contrast to the performance of the previous two years. Demand was restricted by the perception that prologued usage of such products could lead to irritation and inflammation of the underarms, resulting in skin discoloration, with the result that many people were reluctant to use them.

Euromonitor International's Deodorants in Indonesia 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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Increasing demand for natural deodorants, as well as new formats

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